

## Meaning of the Tagline “*Selalu Ada Selalu Bisa*” in Tokopedia Advertisements

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### ABSTRACT

This research aims to analyze the meaning of the tagline “*Selalu Ada Selalu Bisa*” in Tokopedia advertisements using Ferdinand de Saussure's semiotic approach. Advertising has a vital role in marketing communications, which shapes consumer perceptions of a brand, and a strong tagline can create and build a strong brand image. Tokopedia, the leading e-commerce platform in Indonesia, uses this tagline to emphasize the availability of products and services and the platform's ability to meet consumer needs. This research analyzes the signifier and signified of the tagline to understand how meaning is formed. The tagline "Always Available, Always Available" reflects Tokopedia's commitment to consistently providing consumer needs and ensuring ease of access to their services. The analysis in this research shows that the meaning of the tagline at the denotative level describes availability and capability. In contrast, at the connotative level, the meaning develops into a symbol of trust, convenience, and consumer empowerment.

**Keyword:** Advertisements; Tokopedia; Taglines; Semiotics

### INTRODUCTION

Communication is one of the fundamental elements of human life. In the current digital era, advertising is essential in influencing consumer behavior and shaping their perception of a product or service. One approach that is often used to analyze the meaning contained in advertising is semiotics. In the world of advertising, the use of taglines is an effective communication strategy to attract consumer attention and build brand image. A strong tagline conveys a message briefly and clearly and creates positive associations with the brand. One example of a famous tagline is "*Selalu Ada Selalu Bisa*," used by Tokopedia, a leading e-commerce platform in Indonesia. Advertising is an essential element in marketing communications. Advertising also functions as a promotional medium to introduce products or services and as a communication tool that can shape consumer perceptions and attitudes toward a brand. In today's digital era, advertising plays a role in reaching a wider audience through various platforms such as television, social media, and websites. Using several effective taglines to attract consumers' attention with “*Selalu Ada Selalu Bisa*.” This tagline functions not only as a promotional message but also as a representation of Tokopedia's brand values and identity. By understanding the meaning behind this tagline, we can better understand the communication strategy used by Tokopedia and its impact on consumers. This research will also contribute to the field of communication science, especially in the study of communication, advertising, and semiotics. A tagline is a short phrase describing a brand's essence or principal

value. Taglines can communicate the central message of a marketing campaign in a few easy-to-remember words. A compelling tagline can build brand awareness, increase emotional appeal, and differentiate a brand from its competitors. In advertising, the tagline is often the element most remembered by consumers, making it an essential component in a branding strategy. In other words, the tagline functions as a communication bridge between the brand and consumers, conveying the message the brand wants to communicate in a way that is easy to remember and recognize.

Tokopedia, one of the largest e-commerce platforms in Indonesia, has succeeded in utilizing the power of taglines in its advertising campaigns. Tokopedia is known for its various taglines: "*Selalu Ada Selalu Bisa*." The tagline "*Selalu Ada Selalu Bisa*" reflects Tokopedia's commitment to consistently providing multiple consumer needs and ensuring that all these needs can be met easily while emphasizing Tokopedia's reliability and willingness to meet consumer needs anytime and anywhere. The popularity of this tagline not only increases brand awareness but also builds a positive image that Tokopedia is a reliable and reliable solution for consumers.

This study aims to analyze the meaning of the tagline "*Selalu Ada Selalu Bisa*" in Tokopedia advertisements using Ferdinand de Saussure's semiotic approach. Saussure, one of the leading figures in modern linguistic studies, introduced the concepts of signifier and signified in understanding signs and meaning. In this case, the tagline "*Selalu Ada Selalu Bisa*" can be considered a sign consisting of signifiers in the form of these words and signifiers, which include the meaning and perception produced in the minds of consumers.

This research will outline how the "*Selalu Ada Selalu Bisa*" marker builds meaning through the relationship between these words and consumer perceptions. By exploring the linguistic and semiotic aspects of the tagline, this research can provide deeper insight into the Tokopedia brand communication strategy and the effectiveness of using taglines in advertising. This research aims to analyze the meaning of the tagline "*Selalu Ada Selalu Bisa*" in Tokopedia advertisements using Ferdinand de Saussure's semiotic approach.

## **METHOD**

This research uses semiotic analysis, a technique for communication studies that focuses more on the source and reception of messages. It uses structured data presentation and provides a detailed description of the research object and several communication messages in the form of signs.

The semiotic analysis refers to Ferdinand de Saussure's semiotic approach in the form of signifier, signified, and sign. The research object with the tagline "*Selalu Ada Selalu Bisa*" in Tokopedia advertisements is the Tokopedia advertisement with this tagline. In collecting research data, observation is understood as direct observation of objects to discover the truth, situation, conditions, context, space, and meaning. So, in this research, observations were also carried out by collecting

data that utilized all five senses to observe and understand reality, namely by observing the tagline “*Selalu Ada Selalu Bisa*” on Tokopedia advertisements.

Documentation is a collection of files used to search for data in notes, transcripts, books, newspapers, magazines, agendas, etc. In this research, documentation was carried out by searching for data and things related to Tokopedia advertisements with the tagline “*Selalu Ada Selalu Bisa*” via the internet and books related to this research. Researchers used semiotic analysis methods to analyze the data by considering several important things, namely by identifying signs on elements that function as signifiers in advertising. Explain the relationship between the signifier and the signified, which forms the sign of the tagline.

## RESULT AND DISCUSSIONS

Analysis of the meaning of the tagline Always There, Always Available in Tokopedia advertisements



Figure 1. Screenshot “*Selalu Ada Selalu Bisa*” Tokopedia

In Tokopedia advertisements, various visual and verbal elements convey the message through the tagline “*Selalu Ada Selalu Bisa*.” The following are some of the signs (signifiers) found as follows:

### 1. Sign Identification

#### a. Visual

The Tokopedia logo uses green to signify freshness, growth, and sustainability—characters and Actors featuring users from various backgrounds who shop or use Tokopedia services. The range of products available on the platform shows diversity and ease of access. Animation and graphics use animation to add visual appeal and demonstrate application features.

#### b. Verbal

The tagline “*Selalu Ada Selalu Bisa*” states the message clearly and is often

repeated to strengthen it. The voice explains the features and benefits of Tokopedia verbally, supporting the visuals displayed.

## 2. Analysis of the Relationship between Signifier and Signified

Ferdinand de Saussure emphasized that a sign consists of a signifier and a signified. In this research, the markers and signifiers of the tagline "*Selalu Ada Selalu Bisa*" are:

### a. Marker (Signifier)

The words "*Selalu Ada*" and "*Selalu Bisa*" visualize satisfied users, various products, and the Tokopedia logo.

### b. Signified (Signified)

Always Available describes continuous availability, both in terms of products and services. It creates the perception that Tokopedia is always reliable and available whenever needed.

Always Able describes the ability or possibility of always being there for sellers and buyers. It reinforces the message that with Tokopedia, all needs can be met and everyone can do whatever they want on this platform.

## 3. Connotation and Denotation

Connotation: in connotation, the meaning of the tagline becomes more prosperous and more emotional. "*Selalu Ada*" gives consumers a sense of security and confidence that Tokopedia is a partner always ready to help at any time. "*Selalu Bisa*" emphasizes the platform's ability to empower users, whether sellers looking to start a business or buyers looking for a specific product. This connotation also includes perceptions of the ease, comfort, and flexibility that Tokopedia offers. In denotation, the tagline "*Selalu Ada Selalu Bisa*" means that Tokopedia provides services and products that are always available and can be accessed at any time. It shows the practical aspect of an e-commerce platform that works round the clock and can meet various needs.

In the discussion of this research, the tagline "*Selalu Ada Selalu Bisa*" reflects modern consumer culture, which wants timeless convenience and accessibility. In a social context, this reflects societal values prioritizing efficiency, trust, and convenience in online shopping. Psychologically, this tagline also has a solid psychological impact by instilling feelings of calm and confidence in consumers that they can rely on Tokopedia to fulfill their various needs anytime. In terms of marketing strategy, the use of this tagline shows Tokopedia's intelligent marketing strategy to highlight its competitive advantage in terms of the availability of products and services that are easily accessible. It also builds brand loyalty by strengthening a positive image and consumer trust.

## CONCLUSION

Analysis of the meaning using Saussure's semiotic approach to the tagline “*Selalu Ada Selalu Bisa*” in the Tokopedia advertisement shows that the meaning of this tagline is formed through a strong relationship between signifier and signified. At a denotative level, this tagline conveys a message about availability and capability. At the connotative level, this meaning develops deeper, reflecting consumer trust, convenience, and empowerment.

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