

Research article

Meaning, Message, and Rhetoric in Kitabisa.com Advertisement

Ni Luh Eka Candra Yulika¹, I Wayan Budiarta², I Gusti Ayu Agung Dian Susanthi³

Master of Linguistics, Universitas Warmadewa

ORCID

I Wayan Budiarta <https://orcid.org/0000-0001-6892-7249>

I Gusti Ayu Agung Dian Susanthi: <https://orcid.org/0000-0003-0779-3907>

Abstract.

This research focused to found the meanings, messages, signs and types of rhetoric used in Kitabisa.com advertisements. The was qualitative approach and descriptive analysis techniques. The data source of this research was taken from official website Kitabisa.com www.kitabisa.com. The data taken from one sample from each fifteen categories of donations published in 2021. The results of this research found that the fifteen data were contained signs which found in the images and language used in Kitabisa.com advertisements. Denotation meanings were to invite the society to donate. The connotative meaning were implied implisit meaning such as satire, criticism, inspirational stories and invested a brand image. Myths were closely related with the society because came from themselves. The messages were another piece of informations that want to conveyed by the fundraiser. Types of rhetoric results showed that 4 advertisements data used *homonym*. The types of rhetoric such *rhetorical questions*, *rhyme* and *parison*, were found in each of the 2 advertisements data. The types of rethoric such *anaphora*, *hyperbole*, *antanaclasis*, *alliteration* and *anadiplosis* found in 1 advertisements data. The image aspect of donations affected the amount of donations especially sick people because they were considered more able to attract public sympathies.

Keywords: Kitabisa.com; Rhetoric; Semiotics

1. INTRODUCTION

Advertising and promotional activities are activities that cannot be separated from the economic and social system of modern society in this digital era. Advertisements can be found anywhere and anytime, giving rise to a phenomenon called ubiquity which means that people cannot be separated from the advertising circle (Kriyantono 2013: 3).

Kitabisa.com is one of the most trusted crowdfunding platforms in Indonesia that uses advertising as a promotional medium. Advertisements on the Kitabisa.com website are in the form of images and videos. The full story behind the fundraising event in the

Corresponding Author: Ni Luh Eka Candra Yulika; email: candrayulika@gmail.com

Dates Published 04 July 2022

Publishing services provided by
Knowledge E

© Ni Luh Eka Candra Yulika et
 all Wayan Budiarta
<https://orcid.org/0000-0001-6892-7249>

I Gusti Ayu Agung Dian Susanthi:
<https://orcid.org/0000-0003-0779-3907>

. This article is distributed under the terms of the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ISCL 2021 Conference Committee.


OPEN ACCESS

Kitabisa.com advertisement is made in detail and not complicated so that people can capture the content of the story that the fundraiser wants to convey.

Images and language published in Kitabisa.com advertisements contain signs and each sign carries a meaning. Amilia and Anggraeni (2017: 7) explain that meaning is a relationship related to language and the outside world that has been agreed upon and interpreted together by the community as language users.

Semiotics is a science that studies meaning that focuses on sign systems (Ambarini and Umayu, 2012: 18). A sign has something hidden behind it and is not a sign itself. Signs can be described and explained through words that carry a reflection of a reality and reality (Wibowo, 2013: 9).

Saussure is one of the famous figures in the field of semiotics. Saussure explained that semiotics is divided into two, namely the signifier and the signified. The signifier consists of sounds and images. The signified (signified) consists of the concept of sound and image (Saussure, 1988: 16).

According to Barthes, semiotics has two levels of signification, namely denotation and connotation. Denotation produces meaning that is explicit, real and original. Connotation produces implicit, indirect and uncertain meanings because it relates to various other aspects such as psychology, namely feelings and emotions. Barthes explains that myth is an interpretation of how culture explains phenomena, reality and natural phenomena (Barthes, 1991: 111).

Several studies on meaning and messages in advertisements, speeches, billboards, films have been widely researched and previously published in articles, journals, theses and theses. Research on meaning and messages can also be dissected from the linguistic side. One of them is a study by Shofaa and Utami (2017).

A study by Shofaa and Utami (2017) entitled "Dealing with the Meanings and Signs in the "Hasrat" Version of A-Mild Cigarette Ads: A Semiotic Study" focuses on knowing the meaning and ideology of the "hasrat" version of the A-Mild cigarette advertisement. The similarity between Shofaa and Utami's research (2017) and this research is the similarity of the focus of the study, namely the analysis of meaning in an advertisement. The difference between Shofaa and Utami's research (2017) with this research is that Shofaa and Utami (2017) use Barthes' semiotic theory, while this study uses Barthes' (1991) and Saussure's (1988) semiotics theory. Another difference between the research by Shofaa and Utami (2017) and this study is that in addition to analyzing the meaning in an advertisement, Shofaa and Utami's research (2017) analyzes the ideology and visual elements used in the "Hasrat" version of the A-Mild cigarette advertisement. analyzing the meaning and message in an advertisement, also exploring the signs in

the Kitabisa.com advertisement and deepening it by analyzing the aspects of the type of rhetoric used.

Several studies have found an analysis of the meaning and message but the researcher found a gap in the research. The researcher took the opportunity to develop an analysis of meaning and message, namely sharpening research by analyzing also signs and types of rhetoric so that it added to the complexity of this research.

Studying a sign, meaning, message and rhetoric from a linguistic perspective is an interesting topic to discuss. This research is interesting to do because it relates the role of language in attracting people's interest to donate. This research can help in representing the information that fundraisers want to convey to the public who read and view Kitabisa.com advertisements through the use of attractive, informative and creative advertising language and advertising images.

2. METHODS

The research method is a scientific method used to obtain data and achieve certain goals and uses that are useful in a study (Sugiyono 2013: 1). This study focuses on sign analysis and the theory used is Saussure's theory of semiotics (1988) in a theoretical book entitled *Course in General Linguistics*. The theory book entitled *Mythologies* by Barthes (1991) was used for the analysis of meaning. The rhetorical analysis in this study is based on the theory book by Mcquarrie and Mick (1996) in the book entitled *Figure of Rhetoric in Advertising Language*.

The data sources for this research were taken from pictures, language and the full story behind the collection of donations in Kitabisa.com advertisements. The data for this research are fifteen data taken from one of each of the fifteen categories of donations on the Kitabisa.com website. The official website of Kitabisa.com can be accessed on the www.kitabisa.com page.

The research instrument used in this research is documentation. The documents used in this study focus on advertising images, advertising language and full stories about fundraising on the Kitabisa.com website.

The methods and techniques used in this research are the listening method and the note-taking technique. The listening method used in this study aims to listen carefully to fifteen samples of advertisements published in 2021. The note-taking technique in this study relates to marking data that has signs and belongs to the type of rhetoric according to the theory used in this study. After the data is marked, then move on to the activity of recording suitable data according to the classification determined by the

author, namely regarding signs, meanings, messages and rhetoric in accordance with the theory used in this study.

Data analysis methods and techniques used in this research is a qualitative approach method. Qualitative method is a research method that produces descriptive data in the form of words or words that can be measured and observed (Tegor et al, 2020: 7). This research is more descriptive in nature because it wants to highlight the analysis in the form of descriptions and explanations in revealing the signs, meanings, messages and rhetoric used in Kitabisa.com advertisements.

Informal methods are used to present the results of the analysis of this study because this study focuses more on presenting the results of the analysis in the form of word descriptions in expressing, explaining and describing signs, meanings, messages and rhetoric used in the Kitabisa.com advertising website.

3. DISCUSSION

This study discusses the results of data analysis regarding signs, meanings, messages, and rhetoric in advertisements taken from the official website Kitabisa.com. The first part of this research analysis focuses on the analysis of signs, meanings and messages that exist in both language and images in Kitabisa.com advertisements. The theory used to explain the signs found in the Kitabisa.com advertisement is the semiotic theory of signs by Saussure (1988). The semiotic theory of meaning by Barthes (1991) is used to analyze the meaning found in the Kitabisa.com advertisement.

Data 1. Education

The signs found from the first data both in the image of the donation, the caption of the donation and the story of the donation in the Kitabisa.com advertisement for the education aid category can be seen as follows.

The results of the analysis and elaboration in the first advertising data found that each sign expresses and perceives a different meaning.

The meaning of the first data denotation for the category of educational assistance is to invite the community to realize the hopes of village children who want to get an education at school for free. This meaning is contained in the sentence "*Oleh karena itu kami berencana membangun fasilitas sekolah yang mendukung itu semua.*". The word 'rencana' according to KBBI (2016) has a story meaning; design; program; meaning; intention; program. Through the word 'plan' the fundraiser has the intention and intention to build Atmanagari school facilities. The meaning can also be seen from the donation caption, namely the word 'hope'. According to the KBBI (2016) 'hope' has the meaning



Figure 1: Education aid donation category, published on August 21, 2021 by the Atmanagari Kusuma Nusantara Foundation.

TABLE 1

Signifier (Penanda)	Signified (Petanda)
Mahal	Tanda mahal pada gambar donasi iklan merujuk pada tanda bahwa orang tua perlu menyiapkan biaya yang tidak murah untuk biaya pendidikan
Sosok anak-anak yang mengangkat tangan	Tanda beberapa anak yang mengangkat tangan pada gambar donasi merujuk pada tanda bahwa anak-anak tersebut sedang berusaha menjawab soal ataupun untuk bertanya
Sosok anak-anak yang tertawa	Tanda anak-anak yang tertawa pada gambar donasi merujuk pada tanda bahwa suasana belajar dan mengajar yang menyenangkan dan nyaman
Abad materialism sungguh benar menggerus kemanusiaan kita	Pada cerita lengkap iklan terdapat ditemukan tanda pada kata menggerus kemanusiaan. Kata menggerus kemanusiaan memberi tanda bahwa hati nurani manusia sudah mulai hilang
Tak semua kita bakal jadi pemimpin. Tak semua kita harus jadi insinyur. Petani juga sama penting di panggung kehidupan	Pernyataan pada cerita donasi merupakan bentuk tanda dan tanda yang terkandung dalam pernyataan tersebut adalah bahwa terdapat banyak profesi pekerjaan dan setiap orang memiliki profesi pekerjaan yang berbeda

of something that is expected; wish to come true. The word 'hope' represents the

meaning of hope that the construction of the Atmanagari school can be carried out so that it can realize the children's desire to be able to go to school for free. The meaning of the invitation to donate is in the subtitle of the donation image, namely the sentence "*mari wujudkan bersama sekolah gratis untuk anak-anak manusia*". The word 'mari' according to KBBI (2016) is an exclamation sentence in the form of a statement for an invitation. The word 'rencana', 'harapan' and 'mari' is a word that represents the meaning of an invitation to realize the Atmanagari school facility development plan so that the hopes of village children to go to school for free can be realized.

The connotative meaning of the first data in category of educational assistance is conveying the meaning of satire for the value of a school which is now shifting towards the material. The word 'expensive' used in the title of the donation looks thicker than the sentence "*betulkah sekolah bagus itu harus*". The word 'expensive' is an idea used to lead public opinion about should an expensive school be said to be good? and have to pay a high cost for a good education? The word used in the subtitle is the word 'anak-anak manusia' compared to the use of the word 'anak-anak'. It is considered as an element of equality that all children must have the same rights to education because basically all humans are the same. The meaning of satire is implied in the sentence "*Betapa sekolah hari ini di banyak negara, hanya dijadikan penopang industri. Institusi pendidikan hanya sekadar kamufase menjangkit kelas pekerja. Sekolah gagal mengembangkan potensi anak. Bahkan pendidikan itu sendiri adalah bisnis, sekolah bagus sama dengan sekolah mahal.*". The word 'kamufase' as if describing the state of the school that is used as a mask to get workers. The clause 'sekolah adalah bisnis' bringing the current reality, namely that schools are now business fields that are used to dig up a lot of profits with the thought that the more expensive the school, the better the education that can be given and received. The word 'mahal' and 'sekolah adalah bisnis' become a word that represents the satire of fundraisers for the reality that schools are now centered on material only.

The myth about education is the idea that the higher a person's school and education, the career path in work will definitely be high. This thinking is still very common in society because the quality of workers who are judged by their educational background is still the basis for qualifications in looking for work. The field of work is not always seen from educational background as a determinant of one's success because success must be accompanied by good abilities and attitudes.

The message that fundraisers want to convey to people who read and see advertisements on the Kitabisa.com website is that good schools do not always mean expensive schools because the schools and education provided must be able to develop the

potential and character of students and students because the potential of all students is not the same and this potential makes every human child has a different quality of self.

The second part of this research analysis focuses on rhetorical analysis. The theory used is the rhetorical theory by Mcquarrie and Mick (1996). According to Mcquarrie and Mick (1996: 430) rhetoric can be divided into four types, namely Repetition which has seven parts, Reversal which has one part, Substitution which has three parts, and Destabilization which has four parts. The types of rhetoric found in the advertising data can be seen in the following table.

TABLE 2: Rhetoric Types.

No	Categories	Ads	Rhetoric Types
1	Education Assistance	<i>Betulkah sekolah bagus itu harus mahal?</i>	<i>Rhetorical Question</i>
2	Medical Assistance	<i>Tercekik tumor ganas, angga tak bisa nafkahi ibu</i>	<i>Hyperbole</i>
3	Natural Disaster	<i>Semeru Kelabu! Kembali Erupsi sebanyak puluhan kali, 32 jiwa luka berat akibat lahar panas Kirim bantuan, selamatkan nyawa korban</i>	<i>Alliteration</i>
4	Toddlers & Sick Children	<i>Gizi untuk zizi</i>	<i>Rhyme</i>
5	Environment	<i>One man, one mangrove</i>	<i>Anaphora</i>
6	Public Infrastructure	<i>Anak SD bertaruh nyawa sebrangi jembatan lapuk</i>	<i>Homonym</i>
7	Creative Works & Business Capital	<i>Menggantungkan hidup pada kain prasejarah</i>	<i>Homonym</i>
8	Helping Animal	<i>Orang Indonesia untuk Orangutan</i>	<i>Antanaclasis</i>
9	Dissability	<i>Bagikan 10 kursi roda dan kaki palsu untuk 10 difabel prasejahtera</i>	<i>Parison</i>
10	Zakat	<i>Sucikan Hartamu di Penghujung Tahun</i>	<i>Homonym</i>
11	Orphanage	<i>Darurat gizi, ada 51 anak terlantar kurang nutrisi</i>	<i>Rhyme</i>
12	Pelari Baik	<i>Bersama kuatkan keluarga, kuatkan anak Indonesia</i>	<i>Anadiplosis</i>
13	Humanity	<i>Sedekah layakkan hidup mbah khamid di ujung usia</i>	<i>Homonym</i>
14	Social Activities	<i>Tanam pohon kebajikan dengan menanam pohon bodhi</i>	<i>Parison</i>
15	House of Worship	<i>Pengen punya rumah di surga?</i>	<i>Rhetorical question?</i>

3.1. Homonym

Homonym according to Mcquarrie and Mick (1996: 431) is a type of rhetoric, namely one word that has two meanings at once. The use of the homonym Rhetoric type in Kitabisa.com advertising data was found in four advertising data, namely in the General

Infrastructure category which was found in the word '*bertaruh nyawa*', Creative Works and Business Capital categories found in the word '*menggantungkan hidup*', Zakat category found in the word '*Sucikan hartamu*', and in the Humanity category found in the word '*di ujung usia*'.

The General Infrastructure category uses the type of homonym rhetoric in the caption of the donation image, namely in the sentence "Anak SD *Bertaruh Nyawa* Sebrangi Jembatan Lapuk". The sentence uses the word 'bertaruh'. The word 'bertaruh' according to KBBI (2016) has the meaning of playing or so on with bets; placing bets as in gambling. Context of using the word 'bertaruh' in the advertising data combined with the word 'nyawa' produce a meaning that is different from the meaning of the word 'bertaruh' in the context of playing games because the word 'bertaruh nyawa' the sentence in the ad caption has the meaning of courage and desire. The word 'bertaruh nyawa' convey the meaning of elementary school children who are brave and willing to sacrifice and risk their lives for the sake of being able to attack weathered bridges to be able to reach their schools and be able to participate in teaching and learning activities.

The use of this type of rhetorical homonym in the data has the aim of making people more interested in words that are matched with other words but the meaning conveyed is a different meaning. This can be a way for advertisements to get attention and will be remembered by the public because the fundraisers want to give the public the freedom to give meaning to words that are included in this type of homonym rhetoric.

3.2. Rhyme

Rhyme is a type of rhetoric that uses repetition of syllables located at the end of words (Mcquarrie and Mick, 1996: 430). Rhetoric rhyme types were found in two advertising data, namely in the Toddler & Sick Child category which was found in the sentence 'Gizi untuk zizi' and the second data was found in the Orphanage category, namely in the sentence 'darurat gizi, kurang nutrisi'.

The Toddler & Sick Child category uses the type of rhyme rhetoric found in the caption of the donation image, namely in the clause '*gizi untuk zizi*'. The repetition of similar sounds and syllables can be seen at the end of the word 'zi' on the nutrition clause for nutrition. The orphanage donation category uses the type of rhyme rhetoric found in the donation image caption, namely the word 'Darurat *gizi!* There are 51 Abandoned Children with Lack of Nutrition'. The repetition of sound can be seen in the words nutrition and nutrition which have the same pronunciation rhyme, namely 'i' at the end of the word.

The use of this type of rhyme can be used to make people remember the repetition of words because the word repetition can have an impact on memory because when spoken it can form a harmonious sound and easy to remember.

3.3. Parison

Parison is a type of rhetorical parallel use between phrases that use one or more words that are repeated (Mcquarrie and Mick, 1996: 430). This type of parison rhetoric is found in advertising data on the official website of Kitabisa.com. This study found two advertising data that used parison rhetoric in attracting public interest, the first was in the Difabel category, namely the number '10' and the second was found in the Social Activities category, namely the word 'pohon'.

The type of parison rhetoric is found in the title of the donation image, namely the sentence 'Bagikan 10 Kursi Roda dan Kaki Palsi untuk 10 Difabel Prasejahtera' and in the second data found in the donation caption in the sentence 'Tanam *Pohon* Kebajikan dengan Menanam *Pohon* Bodhi'. The first data, namely in the Disabled donation category, it can be seen that there are two repetitions of the word, namely in the number '10' and the second data, namely in the Social Activities donation category, it is also found that there are two repetitions of the same word, namely the word 'pohon'.

The use of parallel stylistic forms with the repetition of one or two words can be more helpful in emphasizing the ideas and information that you want to impart to the public. One word when paralleled by repeating it again indicates that the word is the core of the information to be conveyed.

3.4. Rhetorical Question

Rhetorical question is a type of rhetorical question that wants to highlight something and the question does not need to be answered because it already has a clear answer (Mcquarrie and Mick, 1996: 430). The use of rhetorical question types is found in the category of Education Assistance and Houses of Worship data. The rhetorical question type is found in the educational aid category data, namely in the sentence "Betulkah sekolah bagus itu harus mahal?" and the second data is in the category of houses of worship found in the sentence "Pengen punya rumah di Surga?". The type of rhetorical question can be seen from the form of statements made in the form of questions and closed using a question mark.

The use of the question form can attract public interest because the form is made like a quiz but basically has meaning and information to be conveyed to many people. The use of rhetorical question types can be used to invite and also give suggestions because it is in the form of questions that will invite reactions to the suggestions and invitations given.

3.5. Anaphora

Anaphora according to Mcquarrie and Mick (1996: 430) is a type of rhetoric in the form of repetition of words found at the beginning of a phrase. This study found the type of anaphoric rhetoric in one advertisement data, namely in the Environmental donation category found in the sentence 'One man, one mangrove'. The use of the type of anaphora rhetoric is found in the advertisement image, namely in the title of environmental advertisement donations.

The type of anaphoric rhetoric found in ad image titles is made up of the words 'one' which is colored in white letters and the word 'man' and 'mangrove' colored in orange. The repetition of words in the data 'one man, one mangrove' is a form of repetition of words at the beginning of a phrase, namely the word 'one'. The explanation above is similar to the explanation of anaphora according to Mcquarrie and Mick (1996: 430), so the sentence 'one man, one mangrove' in the Environmental donation category is included in the type of anaphora rhetoric because there is repetition of the same word at the beginning of a phrase.

The use of anaphoric rhetoric in the advertisement data can help in emphasizing information through a language style that combines two ideas in parallel so that people who read and see the advertisement can compare two different ideas but with the same language style. This can help in attracting public interest, especially the visualization of words made by combining colors in each word can attract interest in reading.

3.6. Hyperbole

Hyperbole is a style of language that explains and describes something excessively (Mcquarrie and Mick, 1996: 430). The type of hyperbole rhetoric is found in one of the advertising data, namely in the category of donations for Medical & Health Assistance which is found in the clause 'tercekik tumor ganas'. Analysis of the type of hyperbole rhetoric is found in the caption of the donation ad image with complete sentences 'Tercekik Tumor Ganas, Angga Tak Bisa Nafkahi Ibu..'

The word 'tercekik' in the clause 'tercekik tumor ganas' is a form of a word that describes something excessively. The word 'tercekik' itself according to the KBBI (2016) means to be strangled; strangled; swallowed hard food that gets stuck in the throat. The word 'choking' itself in the clause 'strangling a malignant tumor' seems to describe excessively that the malignant tumor seems to have the power and ability to suffocate.

The use of the word 'tercekik' looks redundant because the word sick is usually juxtaposed with the word 'terserang' and 'terkena'. The use of this type of hyperbole rhetoric can be used to highlight information and convey information more than an existing reality. The use of hyperbole rhetoric can give a deeper impression and message to the public.

3.7. Antanaclasis

The use of antanaclasis type of rhetoric can be found in advertisements on the official Kitabisa.com website. According to Mcquarrie and Mick (1996: 431) antanaclasis is a type of rhetoric in the form of repetition of one word that has different meanings. One of the advertising data uses the type of antanaclasis rhetoric found in the Helping Animals donation category, namely in the sentence 'Orang Indonesia untuk Orangutan'. The type of antanaclasis rhetoric in the Helping Animals donation category is found in the donation image caption.

The ad data for the donation category helps animals using the sentence 'Orang Indonesia untuk Orangutan', Through this sentence, it can be seen that there are two repetitions of similar words, namely the word 'orang' but one word is juxtaposed with the word 'Indonesia' and one more word juxtaposed with the word 'Utan'. The word 'orang' similar in parallel sentences 'Orang Indonesia untuk Orangutan' have a different meaning, the word 'orang' pada frasa 'orang Indonesia' refers to the meaning of Indonesian citizens and the word 'orang' in the word 'Orangutan' refers to the meaning of one of the typical and protected animals in Indonesia.

The repetition of words in a clause or sentence can help build memory and make people more interested because it can combine two different ideas into the same word.

3.8. Alliteration

Alliteration according to Mcquarrie and Mick (1996: 430) is a type of rhetorical form of repetition of words whose beginnings are similar to the sound of a rhyme. The type of alliteration rhetoric found in one of Kitabisa.com's advertising data is in the

Natural Disaster donation category found in the sentence 'Semeru Kelabu! Kembali erupsi sebanyak puluhan kali, 32 jiwa luka berat akibat lahar panas. Kirim bantuan, selamatkan nyawa korban'. Advertising data containing the type of alliteration rhetoric was found in the donation image.

Sentences in the category of Natural Disaster donations use the type of alliteration in the following sentences

1. *Kembali erupsi sebanyak puluhan kali*
2. *Kirim bantuan, selamatkan nyawa korban*

The use of this type of alliteration in an advertisement can help in attracting attention by using words that are similar to poetry so that when read it will bring good harmony to the public as readers of Kitabisa.com advertisements.

3.9. Anadiplosis

Anadiplosis is a type of rhetoric that uses the repetition of words at the end of a phrase and the beginning of the next phrase (Mcquarrie and Mick, 1996: 430). One of the advertising data is in the Good Runner donation category using the type of Anadiplosis Rhetoric contained in the sentence 'kuatkan keluarga, kuatkan anak Indonesia'. The type of anadiplosis rhetoric is found in the caption of the donation image with the sentence 'Bersama kuatkan keluarga, kuatkan anak Indonesia'.

Good runner category ad data shows word repetition 'kuatkan' which is found at the end of a phrase and then the repetition of the same word is used at the beginning of the next and more complete phrase can be seen below 'Bersama kuatkan keluarga, kuatkan anak Indonesia'. Through this description, it can be seen that the advertising data in the Good Runners donation category is included in the classification of anadiplosis rhetoric, which describes the repetition of one word at the end of the phrase and at the beginning of the next phrase.

The use of anadiplosis type of rhetoric in Kitabisa.com advertisements utilizing rapid repetition of words in a sentence in a row can help in emphasizing the main idea that the fundraiser wants to convey. Repetition of words can help people who read and see advertisements focus on repeating the word so that the idea of 'reinforcing' which is the main idea can be received and conveyed well to the public.

4. CONCLUSION

Through the results of the analysis in this study, it can be concluded that signs in advertisements can be used to reveal hidden meanings that fundraisers want to convey. The meaning of denotation in the Kitabisa.com advertisement aims to invite the public to help fundraisers to be able to realize the hopes of potential recipients of donations who need help from the community. The connotative meanings in the Kitasa.com advertisement have various meanings to convey to the public such as disappointment, criticism, inspiration, and promoting a brand. Myths can help people understand the meaning of the advertisements they want to convey and can help attract public sympathy to donate because myths themselves are born from the community itself. The message is the information that the fundraiser wants to convey to the public. Through the message, the fundraiser expects the public to get the information behind the advertisement. The use of attractive language can make people more interested in reading advertisements because the use of attractive language can be more easily attached and easier for people to remember. The image of the donation can have an effect in attracting people to donate. The image used in the Kitabisa.com advertisement is an image that actually happens to the potential recipient of the donation. Heart-wrenching images like sick people get bigger and faster donations than the target to be achieved.

References

- [1] Abidin H, Kurniawati. Galang dana ala media: Strategi efektif mengumpulkan sumbangan masyarakat. Jakarta: Pustaka Jaya; 2004.
- [2] Amilia, Anggraeni. Semantik konsep dan contoh analisis. Malang: MADANI; 2017.
- [3] Barthes R. Mythologies. United States of America: The Noonday Press; 1991.
- [4] Caropeboka MR. Konsep dan aplikasi ilmu komunikasi. Yogyakarta: Penerbit ANDI; 2017.
- [5] Chaer, Muliastuti. Makna dan semantik. Modul; 2014.
- [6] Chaer A. Pengantar semantik bahasa Indonesia. Jakarta: Rineka Cipta; 2013.
- [7] Dyatmika T. Ilmu komunikasi. Yogyakarta: Zahir Publishing; 2021.
- [8] Aritoteles (Terjemahan oleh Roberts, Rhys W). Retorika. Yogyakarta: BASABASI; 2018.
- [9] Hasbullah. Analisis permaknaan semiotika pada karya iklan layanan masyarakat. Jurnal Nawala Visual. 2020;2(2).
- [10] Jaiz M. Dasar-dasar periklanan. Banten: FISIP Untirta Press; 2013.

- [11] KBBI. Kamus besar Bahasa Indonesia. 2016. Available from: [https://KBBI\(2016\).kemdikbud.go.id/](https://KBBI(2016).kemdikbud.go.id/)
- [12] Keraf G. Diksi dan gaya Bahasa. Jakarta: PT. Gramedia Pustaka Utama; 2007.
- [13] Krisianto A. Internet untuk pemula. Jakarta: PT. Elex Media Komputindo; 2014.
- [14] Kriyantono R. Manajemen periklanan teori dan praktek. Malang: Universitas Brawijaya Press (UB Press); 2013.
- [15] Madiyant M. Copywriting; Retorika iklan dan storytelling, teori dan teknik menulis naskah iklan. Yogyakarta: Gajah Mada University Press; 2020.
- [16] Mahsun M. Metode penelitian bahasa. Jakarta: PT Raja Grafindo Persada; 2005.
- [17] Makmun S. Makna dan pesan iklan gambar pada kemasan rokok terbaru 2014 dengan kajian segitiga makna Ogden CK, Richards IA. *Jurnal Linguistik, Sastra dan Pendidikan*. 2017;2(1) 1-14.
- [18] Mcquarrie EF, Mick DG. Figure of rhetoric in advertising language. *Journal of Consumer Research*. 1996;22 (4) :424-438.
- [19] Morissan M. Periklanan: Komunikasi pemasaran terpadu. Jakarta: Prenada Media group; 2010.
- [20] Morrisan M. Teori komunikasi: Individu hingga massa. Jakarta: Prenada Media Group; 2013.
- [21] Purnengsih I. Makna dan pesan dalam baliho pemilu legislatif 2014 (Studi kasus partai gerakan Indonesia raya, partai demokrasi Indonesia perjuangan, dan partai demokrat di Kota Bandung. *Jurnal Design*. 2017;4(3) 231-248.
- [22] Putri RP, Murtadlo A, Purwanti P. Makna tuturan dalam prosesi pernikahan adat kutai: Tinjauan semiotika roland barthes. *Jurnal Bahasa, Sastra, Seni dan Budaya*. 2021;5(2) 212-224.
- [23] Rahmi N. Makna dan pesan dalam cuplikan gambar video klip yang berjudul corona la oleh family media Co (Kajian analisis semiotika sanders peirce). *Jurnal Bahasa, Sastra, dan Budaya*. 2021;11(2) 122-134.
- [24] Saifullah AR. Semantik dan dinamika pergulatan makna. Jakarta: Bumi Aksara; 2018.
- [25] Salim S, Haidir H. Penelitian pendidikan: Metode, pendekatan dan jenis. Jakarta: Kencana divisi dari Prenadamedia Group; 2019.
- [26] de Saussure F. *Course in general linguistics*. Yogyakarta: Gajah Mada University Press; 1988.
- [27] Shofaa F, Utami MA. Menyikap makna dan tanda dalam iklan rokok a-mild versi "Hasrat": Sebuah kajian semiotika. *Jurnal Kajian Bahasa*. 2017;6(2):180-197.

- [28] Silitonga I. Analisis makna dan pesan pada iklan djarum 76 versi “caleg cerdas-otak kosong”. *Jurnal Bahasa Indonesia Prima*. 2019;1(2) 91-104.
- [29] Sugiyono S. *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: CV ALFABETA; 2013.
- [30] Tegor T, Susanto A, Togatorop V, Sulivyo L, Siswanto L. *Metodologi penelitian kualitatif dan kuantitatif*. Jawa Tengah: Penerbit Lakeisha; 2020.
- [31] Umayana MN, Ambarini AS. *Semiotika teori dan aplikasi pada karya sastra*. Semarang: Upgris Press; 2012.
- [32] Wibowo ISW. *Semiotika komunikasi – Aplikasi praktis bagi penelitian dan skripsi komunikasi*. Jakarta: Mitra Wacana Media; 2013.
- [33] Sulistyarini D, Zainal AG. *Buku ajar retorika*. Banten: CV. AA. Rizky; 2020.