Creative Content on the Digital Campaign Tokopedia "Seller Story"

AGUSTIN ROZALENA
Universitas Garut, Indonesia

ABSTRACT

Tokopedia is an e-commerce with the largest number of monthly web visitors in the third quarter of 2019. This study is to analyze the creative content of the digital campaign Tokopedia Seller Story series. This study aim to (1) describe the characteristics of digital campaigns through the video series seller story; (2) analyze discourse framed through digital campaigns. The methodology is descriptive qualitative with the paradigm of framing analysis by Robert N. Entman Model. Researchers use depth interviewing techniques, Focus Group Discussion (FGD), observation, and document to obtain data from predetermined informants. The subjects of this study were three video seller stories of Tokopedia seller story. Researchers used document analysis with data analysis techniques used in the framing analysis. Framing analysis research is interesting to study when the information translates into audiovisual or video. The results found, (1) The content creation of the digital campaign is the persuasion of the company to customers through the "All Begins from Tokopedia" and "MulaiAjaDulu" hashtag. (2) Seller story impressions related to Tokopedia's economic interests as a platform. Based on analysis and interpretation of framing, researchers found a discourse built to strengthen customer perception and awareness in choosing Tokopedia as an empathetic and inspirational platform and stated Tokopedia had helped new entrepreneurs succeed.

Keywords: *Framing analyzes, creative content, digital campaign, seller story, Entman's model.*

INTRODUCTION

The sophistication of marketing technology currently characterizes by a digital campaign system with practices that can reach consumers directly. E-commerce and marketplace models make the buying and selling process more effective, timely, and relevant. Many marketplaces in Indonesia make competition with the uniqueness and convenience offered to customers. Every company tries to build awareness with digital marketing creativity through various media.

Tokopedia, founded in 2009, now has an e-commerce market share above the average of other companies. Based on shopping behaviour research conducted by iPrice Group, as reported by the meta-search site named Tokopedia as e-commerce with the largest number of monthly web visitors in the third quarter of 2019. Total Tokopedia monthly web visitors were 66 million. iPrice revealed that in the third quarter of 2019, the market (market share) of Tokopedia from monthly desktop visitors reached 25%, down 4% from the market decline in the second quarter of 2019, which came 29% (Franedya, 2019). Likewise, the transaction value of Tokopedia 2018 then amounted to the US$ 5.9 billion. The consumer to consumer (C2) platform is a mainstay business of Tokopedia with a US$ 5.6 billion, while business to consumer (B2C) is the only US$ 148 million. CLSA projects that in 2023 the value of Tokopedia transactions will reach US$ 37.45 billion (Jayani, 2019). Indonesia's New Digital Battleground, released by CLSA, shows Tokopedia as e-commerce Indonesia's most massive transaction value. Tokopedia has led the highest transaction value since 2014 and predicted to last until 2023. The data used the average website visitors sourced from SimilarWeb (Jayani, 2019).

B2C e-commerce with a mobile marketplace is practically operated by independent third-party intermediaries to provide an effective transaction platform that suits buyers and sellers. B2C reduces barriers to market entry because it only costs money to build and maintain, much cheaper than installing a company signpost. In simple terms, the B2C model starts with a business owner uploading a product image on the website by including a product (Gat, 2018). B2C requires several means that the creation of engaging content can convey to users, such as 1) responsive e-commerce website design to attract the smartphone user market and make them loyal customers of the website; 2) a unique feed feature to display creative, informative photos and videos of indoor/outdoor products as well as the opportunity to review products directly; 3) link on blogs or social media to create contests and giveaways. Meanwhile, Tokopedia channels its creative content through 1) sort feature; 2) filter features; 3) homepage banner; 4) Tokopedia play; 5) Tokomember; 6) cashback offer campaign, free shipping, up to 90% discount, and other added-value (Release, 2020).
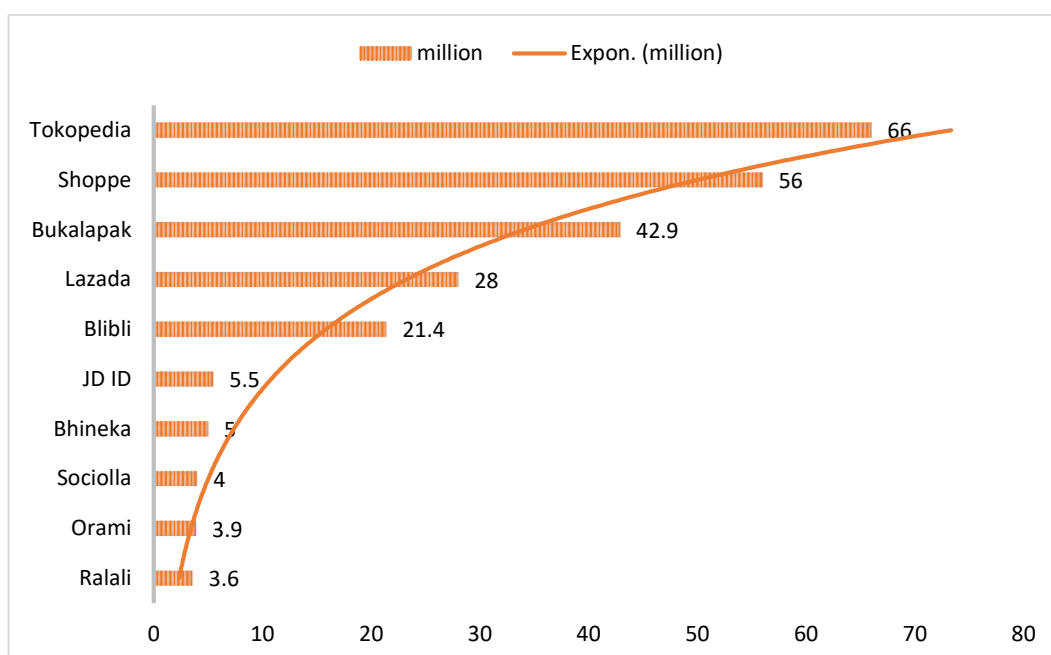

Figure 1: E-commerce with the Largest Visitors in The Third Quarter of 2019

The following data shows Tokopedia's seriousness in realizing its vision to encourage digital economic equality by motivating Indonesian people to start selling online. Tokopedia has the initiative of building a platform that allows anyone to create and find anything. At the beginning of its establishment, Tokopedia had an ideal vision to provide technology as a solution to empower millions of sellers and consumers to participate in building the future of trade. These challenges support the mission of achieving digital economic equality.

Based on this commitment, Tokopedia created a digital campaign through the hashtag #MulaiAjaDulu. This digital campaign took one of the advertising agencies. The meaning of #MulaiAjaDulu means negotiating with consumers, making dreams a must to try by starting. This digital campaign also published a frame of information about the campaign's purpose with the story seller program made with video then shared via the webpage tokopedia.com. Framing analysis research is interesting to study when the information translates into audiovisual or video. This media has become the choice of digital campaigns so that the message content in stories and stored in consumer's minds. Huotari et al. (2015) stated, business to business (B2B) firms engaging in social media as part of their marketing efforts

should carefully consider the roles and activities of various users, which are directed to and by different internal and external users. B2B companies can influence content creation in social media directly by adding new content, participating in discussions, and removing content through corporate user accounts. It controlled employee social media behaviour or indirectly by training employees to create desired content and performing marketing activities that influence other users to develop favourably (Huotari, Ulkuniemi, Saraniemi, & Mäläskä, 2015).

Video options open up new work areas for vloggers who also determine the quality of the campaigned video's uniqueness. Vlogger's role is transformed into a new generation of celebrities and has a significant influence, especially among young people. Vlogger management, consistently by YouTube, encourages the vlogger business in the digital media industry to overgrow (Mahameruaji, Puspitasari, Rosfiantika, & Rahmawan, 2018).

Other research states that besides directly applying the insights generated from analysis, approaches used in the business context maximize the impact of social media activities and increase interaction with the potential customer. For example, results and approaches can guide companies and influence marketers to create more attractive ads and successful WOM marketing campaign by designing interesting content and choosing influential makers and contexts (Jaakonmäki, Müller, & Brocke, 2017).

Based on this explanation, a problem statement is a discourse frame on selecting creative digital campaign content in a seller story. This research aims to find out how to describe the campaign's digital video series seller stories and elaborated on creative digital campaign content analyzed through the Entman Model discourse.

LITERATURE REVIEW

The media is an indirect communication channel that allows messages to be delivered, even though the message's sender and recipient are not simultaneously present to communicate. In the business world, media is an inseparable part of an idea of marketing, promotion, and building good relationships with consumers. The development of communication media with technological sophistication now adds flexibility for business actors to find more accessible, cheaper, and more flexible in communicating their products. Rozalena (2018) argues that media is a tool or means for sending messages that can be in the form of people, materials, and equipment that can condition a person to obtain knowledge, skills, and attitudes from various sources. In other words, the communication media refers more to a tool called the indirect communication channel.

The development of online marketing communication has given rise to a new model of digital genre advertising that is increasingly in demand by the public. Various types of marketing strategies involve new media, so those information systems form. The result is an indicator of global communication in multiple circles. The digital campaign began with the era of internet video. On the other hand, marketing communications that are increasingly globalized today also impact people's behaviour in consumer's capacity. The information society is increasingly and responsive in responding to and assessing the importance of advertising in supporting marketing communications. Tasruddin (2017) argues that the shift in community culture due to the development of information technology (IT) must be responded quickly by industry players; the advertising industry is no exception. Although online contribution advertising is still small compared to other media ads, the upward trend is massive.

Internet users are more interested in watching a variety of information, whether it is news or entertainment. It is more fun in the video because it is easier to digest and better describe conditions, emotions, and stories with more straightforward than the format of writing or pictures (Setiawan, 2013). Now, users are more selfies and tend to make various information in the form of news or entertainment to their audience in mixed social media, such as YouTube, Instagram, etc. Most specifically, because social media's popularity continues to increase among Malaysians (Norsiah, Sobhi & Norhafezah, 2016). Marketers and brand managers should take note of the fact that social media advertising, such as videos posted on *Facebook* and *YouTube*. Moreover, social media promotions, offering coupons, discounts, etc. are essential marketing efforts to enhance their brand equity through social media platforms (Adetunji, Rashid, & Ishak, 2018).

In this regard, some digital campaign products choose the YouTube channel as a medium to share with consumers. Why? Videos that are served by YouTube can present programs that have aired on television screens. YouTube itself has many enthusiasts because the shows that it gives can be accessed repeatedly without waiting for airtime like television. Whenever and wherever, if users want to obtain the information they want, they can immediately search for that information via YouTube (Ningrum, 2018).

YouTube is known as the slogan Broadcast Yourself, a video sharing site that provides various audiovisual information. YouTube is a popular video-sharing website where users can load, watch, and share video clips. Generally, the videos on YouTube are video clips, movies, TV, and videos made themselves. One of these services from Google facilitates users to upload videos and worldwide (Faiqah, Nadjib, & Amir, 2016).

The campaign will be useful and able to attract visitors if the company continues to create creative campaigns while supporting the growing mission of sellers who work online. Indonesia is one of the potential markets for developing Google products, such as YouTube. The content creator business in digital marketing and advertising becomes possible and generates a large amount of money turnover (Mahameruaji, Puspitasari, Rosfiantika, & Rahmawan, 2018).

The selection of digital campaigns through social media contributes to the competition for the e-commerce market share. Competition in the e-commerce market in Indonesia is still quite fierce. Big players are still trying to grab market share from other players. According to the iPrice report, in the third quarter of 2019, the country's e-commerce market was still controlled by Tokopedia, Bukalapak, Blibli, Lazada, and Shopee. The rest held by JD ID, Bhinneka, Sociolla, Orami, Ralalali (Franedya, 2019). These e-commerce platforms are already functioning social media as services to customers, of course, will influence social media advertising on YouTube. People today participate in social media, blogs, and YouTube by expressing their experiences, thoughts and private accounts of happenings surrounding them (Pandian, Baboo, & Yi, 2020)

1. Persuasion Communication in Content
Content is the spearhead of digital campaigns to convey messages from companies to customers. The range includes elements of persuasion and not just unique content. The message of influence requires planning to make it is easier to impact the objectives referring to the steps that need to be understood by the content creators.

a) Analyze the recipient of the message.
The message's recipient is the right people given advice, desires, and desired by the company and business people. Profit goals are also reasonable for marketing teams in the field to achieve.

b) Recognize cultural differences in the audience.
A background understanding of cultural differences will help companies put together a more communicative and compelling message. Persuasion messages through different cultures can provide alternative satisfaction to the needs of the parties and give respect. Companies can adjust how to persuade employees and consumers with a variety of cultural backgrounds.

c) Involve the approach of emotional and logical needs. Personal and logic needs approaches can choose when delivering messages that can be right on target and following desire. Writing notes or creator content can use a direct or indirect system. After that, the direct method used for messages that, in the beginning, want to influence the audience directly. Conversely, in an indirect approach, notes are arranged to prioritize many considerations, such as position, cultural background, social status, or other demographics.

d) Plan a compelling persuasion message. Some steps in planning to write persuasive messages effectively.

 1- Consider the credibility of the source or sender of the message.
 2- Prepare data and facts as reinforcement when composing messages.
 3- According to the correct rules, arrange memorably positive and do not conflict with one another.
 4- Choose words that are emotional as an attractor of attention and interest.

Expressions like comfort, service, value, and appreciation can use to develop messages. Likewise, messages are based on logical analysis, including evidence, facts, and documents to complement the actions and desires.

e) Set the strategy for writing an opening word with unusual headlines. There are many ways to make opening words extraordinary. The following are examples of opening statements, both oral and written.

2. Content Creation

Content is synonymous with communication satisfaction. Someone has range when speaking, writing, or implied in non-verbal communication. Content can see when someone chooses the selected beauty product; the result is a particular brand choice. Content also often occurs when expressing satisfaction at work, service, or appreciation. Content can be images, video blogs, infographics, animation, caricatures, comics, and motion graphics. Texts in digital campaign content still play a role in explaining a product to be more creative, new, and out of the box. In content marketing, marketing strategy refers more to how to plan and distribute consumer content to consumers (C2C).

Content also contains language. From the Citraresmana, Erlina and Amalia's research, we can conclude that language is the most important tools in delivering the message or messages. People are free to choose which media they want to use. The availability of media is a kind advantage for the researchers to observe people's behaviour through the usage of the language in the media (Citraresmana, Erlina, & Amalia, 2018).

The program must be able to attract visitors efficiently and on target. Business actors choose to use their digital campaigns with unique and potential appeal in developing the selling points of the types of products displayed on various social media. Exciting content in digital campaigns, both in the form of story narratives and advertisements. It can say as one of the modern marketing instruments whose activities are base on the concept of communication, so its success in supporting marketing programs for the success of communication. By advertising, the company tries to communicate both the existence of the company itself and the products or services produced and, to the maximum extent possible, how the advertisement satisfy consumers by presenting messages that are consumer desires (Setiyono & Sutrimah, 2016).

In some studies using framing analysis, most of them analyze the persuasion of news-based creative content made by journalists in response to a developing issue. However, from a business-to-consumer perspective, the creator's framing has become an inseparable part of the purpose, vision, and mission. In the video seller story, the marketplace marketing team tries to persuade them through seller story content in improving people's lives.

3. Community-Based Social Marketing (CBSM)

McKenzie-Mohr, 1996; 2000a; 2000b; 2011 stated, Community-Based Social Marketing (CBSM) has recently received greater attention among social marketing academicians and practitioners across the world as it has been accepted as an attractive alternative to the conventional social marketing campaign, which was often called an information-intensive campaign. The conventional social marketing campaign often depends on the attitude-behaviour perspective, which assumes that most changes in behaviour are brought about by increasing knowledge and by altering attitudes towards that behaviour. Therefore, the conventional social marketing campaign program is based on this perspective, in attempting to alter behaviour by providing information through various media, both online and offline, to affect the targeted population. However, enhancing knowledge and altering attitudes by using information-based campaigns may not affect at all, or may have only a little effect upon any major behaviour change (Vantamay, 2019).

4. Discourse Analysis with Framing

In terms of the framing analysis methodology, there is a very notable difference from the content analysis. Framing analysis that is the centre of attention is the formation of messages from the text (Anggoro, 2014). This model is used to find out about a reality that occurs in the field and how we interpret that reality into content (Entman, 1993). Entman stated the idea of 'framing' offers a case study of just the kind of scatters conceptualization. Despite its omnipresence across the social sciences and humanities, nowhere is the general statement of framing theory that shows how frames become. Whatever its specific use, the concept of framing offers the power of a communicating text consistently (Entman, 1993).

Eryanto (2002) states that discourse analysis with framing relates to how reality is framed and presented to the public. From this simple definition, what framing effect is already drawn. Truth can be framed and interpreted differently by the media. Even the meaning can be very different. One of the most fundamental framing effects is a complex, dimensional, and irregular social reality presented in the news as something simple, orderly, and fulfils a certain logic. Text or images seen by the public are already first framed by the media. Framing will only effect on two sides, highlighting certain aspects and obscuring other aspects. Or show a specific side and forget the other side (Santosa, 2016).

According to Entman, there are four ways of framing the news, namely (1) identifying the problem (identification problem) means seeing what the event is and with what positive or negative value; (2) identify the cause of the problem (causal interpretation), i.e., who is considered the cause of the problem; (3) moral evaluation means evaluating the cause of the problem; (4) suggests tackling the problem, means offering a way of handling the problem and sometimes predicting the outcome (Santosa, 2016).

Table 1: Detail of Entman Concept

Define problems	How is an event/issue seen? As far as what? Or as a matter of what?
Diagnose causes, causal interpretation	What was the event seen as caused? What considers to be the cause of a problem? Who (the actor) is viewed as the cause of the problem?
Make moral judgment	What are the moral values present to explain the problem? What were moral values used to legitimize or delegitimize an action?
Treatment recommendation	What were the solutions to resolve the problem/issue? What path is provided and must take to overcome the problem?

Source: Eryanto, 2002 (Santosa, 2016).

METHODOLOGY

The method used in this research is a qualitative analysis of discourse with framing. The way to analyze it is to fulfil every component of framing with facts (parts of the manuscript) contained in a document. The study population was all informants who played a role in the video seller story published by Tokopedia in 2015-2018. The research used a purposive sample by selecting six informants who played a role in three video seller stories. The selection of samples based on the criteria chosen needs to analyze through the Entman's Model.

The primary data source of this study is from the story of Tokopedia video sellers on YouTube channels. Secondary data sources were obtained based on related articles on the homepage content and Tokopedia blog. The object of this research is a discourse that was built in the three titles of seller video stories, "Create Your Opportunities with Tokopedia", "When the Internet Changes Lives", and "Easy to Live a Hobby of Illustration into Art & Craft Business". This study is the text in the form of words and sentences and inserts pictures/graphics in the video. This analysis unit is obtained by transcribing storytelling and capturing images/graphics in the video "Create Your Opportunities".

In this study, the subjects of this research are three Seller Story titles, in this study, the Seller Story titled "Create Your Opportunities", uploaded September 14, 2015. Although uploaded in 2015, this video is still up to date and has 6 million viewers. The research data collection technique is to understand and analyze approximately 150 in the text and 80 images obtained from a video.

The basis of discourse analysis is interpretation because discourse analysis is part of interpretive methods that rely on researchers' understandings and interpretations (Hamad, 2017). The analysis of the data used is Robert N. Enmant's framing analysis. The researcher sees that Entman's framing analysis concept and model is suitable for viewing the #MulaiAjaDulu campaign framing through the seller story video.

RESULTS AND DISCUSSION

This research answers two main questions, 1) description of the characteristics of digital campaigns through video series seller stories; 2) elaboration of digital campaigns with creative content analyzed through the Entman Model discourse.

Digital Campaign Characteristics

Digital campaigns that carried out by creating programs that oriented towards business to consumers services, such as Digital Tokopedia Innovations is engaged in field 1) a general public access facility that does not yet understand E-Commerce infrastructure; 2) shipping is intended to provide faster and more efficient shipping access to students and campus circles when ordering products on Tokopedia; 3) encourage academics and researchers to connect with technology in solving various problems of life in society. AI Center stimulates research, learning processes, uses the latest technology, learning on a technology basis, and provides data-based analysis supported by artificial intelligence and machine learning. It has a direct impact on society, government, and industry; 4) an order fulfilment service through its warehouse facilities spread across various regions so you can expand your business reach more easily.

Besides, there is Tokopedia's digital marketing campaign carries the mission of opening people's perspectives on a change in economic equality. The company is trying to provide an "alternative" way to overcome unemployment through a digital campaign with the hashtag #MulaiAjaDulu launched on January 15, 2018. Digital marketing hashtags are very relatable, even though they target young people. The mark also intended to choose their brand will always be seen in digital media. In this campaign, Tokopedia invites people to stop procrastinating and doubting themselves in pursuit of dreams.

With a one-stop solution at Tokopedia, they can begin to look for ways to realize their dreams. The most important thing is the word "start" because the start is a step to meet who will bring the business built to be more known and produce. This campaign is a continuation of the slogan campaign "All Begins with Tokopedia" in 2017. Since it was released, the #MulaiAjaDulu campaign has broadcast on various media, both print, billboard, digital, to popular social media in Indonesia (Wulandari, 2018).

> Informant stated,
> the meaning of the #MulaiAjaDulu campaign, according to the Head of Brand Tokopedia, shows about creating and changing habits. Tokopedia does not sell products that appear to be visible or sell services, but it sells the ecosystem (Wulandari, 2018). That is why Tokopedia tries to continue to understand consumer's needs by providing convenience, access, variety, choices, and solutions that make it easy for individuals to achieve their goals, even when they don't know where to start. Because everything can start from Tokopedia (Wulandari, 2018).

Video Seller Story Series

Seller Story is a series of videos that tell inspiring stories from vendors at Tokopedia. Through the video seller story, the campaigns programmed to invite people in Indonesia to learn and start a business visually. This company actively uploads the seller's story every month on the YouTube channel. It aims to introduce to the public how these entrepreneurs successfully

passed the journey of starting. Now, it's time to invite other people to start doing business using Tokopedia as a medium for doing business.

This content shows the process of ups and downs of sellers before and after getting to know Tokopedia. The video seller story is made serially by the occupied business background and then made in the YouTube application. The planning process of making this video has a positive impact on the performance of the video seller story content. This video has been successfully watched up to 423 thousand viewers on the Tokopedia Seller Story-Discover Blog Tokopedia Seller Success Story. The company's vision and mission and implemented in the campaign through the video seller story #MulaiAjaDulu is a smart step in attracting consumers.

Creative Content
Informants said that the digital campaign was part of an interactive website-based marketplace platform. In its design, the website makes with various features such as sorting, filtering, Homepage Banner, Tokopedia Play, and TokoMember. Through the website's appearance with these features, the content is made more varied by adjusting the user needs, the goal of convenience, speed, and attractiveness.

In the process of creativity in selecting digital campaigns, content can explore through a) mascot/logo. This digital campaign support also complements the vision and mission campaign; b) brand ambassador. The brand ambassadors selection was due to its mission to attract young people; c) hashtags. Tokopedia also recommends sellers to be diligent using hashtags and appear on the Tokopedia Explore Feed tab/page. It because Tokopedia has a thematic campaign program according to the hashtag for a certain period. Thus, the seller's content can appear and see by all Tokopedia users; d) true story. This content is more of sharing empathy, especially for sellers who have learned to start from scratch to be successful; e) product uniqueness. A variety of products attracts users so that sellers can make higher quality product choices; f) exclusive product photos. Indoor and outdoor photography is a choice of means of the product being exhibit; g) adorable video. The production of video products is luxurious and brilliant.

The author also found content creativity in the form of the following creator ideas a) infographic visual content shows the reality, data, and various information needed by customers through images that contain graphs, tables, and pictures that are made attractive and chic; b) collection content in the form of albums, slideshows or animated gifs; c) content shares stories through a person's biography, customs, cultural background, and so on; d) the content of the tips is informative and provides light solutions; e) straightforward tutorial content offers a more comfortable and faster way to practice in each place; f) product benchmark content as a form of social recognition from customers; g) contest content, prizes or rewards to attract relationships between sellers and customers; h) unique content for Instagram and Flickr.

Analysis of Seller Story Framing Video Discourse
According to Eriyanto (2005), the first thing to do in framing analysis is to see how the media construct reality (Setiowati & Suciati, 2019). It means events are understood not as something taken for granted; on the contrary, creators and content's Tokopedia that actively shape reality. And the fact created in the concept of content creators through Tokopedia campaign

videos. Five sellers told me about experiences before and after getting to know the platform. The story became a show that appeared in front of an audience.

Table 2: Seller Story Matric

Video Title	Publication Date	Viewer	Duration	Info Seller	
				Origin/Name	Store
Create Your Opportunities With Tokopedia	September 14, 2015	6,2 million	4.42 minute	1. Bogor (Rizki) 2. Semarang (Mustika) 3. Malang (Dina) 4. Denpasar (I Ketut)	1. Evriz Souvenir & Craft 2. Pusat Monel Supermurah 3. Wall Sticker 4. Bali Bibit Bagus
When the Internet Changes Lives	Mei 11, 2015	2 million	3.18 minute	Jogjakarta (Deddy & Danny)	Jaxine Sprei
Easily Live the Hobbies of Illustration Become Art & Craft Business	December 31, 2018	17 thousand	3.12 minute	Jakarta (Martha Puri)	Ideku Handmade

Table 3: Framing Video Seller Story Matric

Video Title	Problem Identification	Causal Interpretation	Moral Evaluation	Treatment Recommendation
Create Your Opportunities With Tokopedia	Tokopedia saw problems arise because of the lack of opportunities to create jobs that can change someone's life.	Tokopedia saw many people working but did not find the job giving hope for a change in his life. Prospective entrepreneurs have difficulty developing themselves to be the reason business opportunities are increasingly limited.	The visible moral decision is to provide information to find an easier way to achieve business dreams by opening a business in Tokopedia.	-Tokopedia considers solving problems by inviting others to start a business by utilizing technology to build new businesses. - Creating new jobs can help people around them. - Prove that someone can do anything, and it is not tricky to innovate as long as there is the internet.
When the Internet Changes Lives	- Tokopedia sees the problem of Denny and Dhani as economic demands are relatively high. They need new opportunities to change lives besides, doubts about starting innovation and maintaining their online SEO.	- Tokopedia sees obstacles to innovating because it has not yet maximized internet technology.	- The moral decision seen is that providing online business services is more accessible with internet-based. - Tokopedia includes knowledge and experience, so there is no need to bother thinking about SEO and Tokopedia's "assignments" to find sellers and buyers.	Tokopedia considers internet technology to change someone's life for the better. - Maximize the internet to get more. Why not? - Business with the internet can reach the entire archipelago, but also abroad. Online businesses can benefit more must have hard work, perseverance, discipline, and high morale. So that desires can be achieved.

| Easily Live the Hobbies of Illustration Become Art & Craft Business | Tokopedia saw that Martha Puri was overwhelmed by serving buyers of her craft creations when selling on social media. The doubt using platform infrastructure makes it not yet dare to enter the world of the marketplace. | Tokopedia sees that Martha Puri's hand-made art business has limited selling power and difficulty recording all sales when there are more orders. | The moral decision seen was respecting the hobbies and passion that Martha Puri had, thus starting her business. IdekuHandmade, based on her love for hobbies and handicraft arts, was very much worthy of being marketed more broadly. | Tokopedia considers providing infrastructure services that facilitate the automation of sales records is the right choice. |

Source: Research data, 2019.

Researchers' Analysis and Interpretation
Researchers analyzed the seller's story in three videos titled "Create Your Opportunities with Tokopedia", "When the Internet Changed Life", and "Easy to Live the Hobbies of Illustration into Art & Craft Business". The collection of stories builds in the narrative setting of a journey facing challenges up to an exciting time. The story of the seller starting a business in Tokopedias shown in various points of view. The story's title adapted to the digital mindset theme without losing the impression of drama to the story's background at the beginning. They joined Tokopedia.

The researcher considers that all content is planned and possible under the statement as it is, but created with a matching plot. Content creators try to display the whole story by combining previous work background, doubts in innovation to the lack of knowledge of managing a business in the marketplace, and the final results after joining Tokopedia. Content creators understand the meaning of the All Begins from Tokopedia's slogan campaign and the #MulaiAjaDulu hashtag appropriately. Content creators prepare the interview location settings are made as much as possible in line with the activities carried out daily by sellers. The message expressed by the seller is following the emotions, logic, and needs of the audience. Likewise, the selection of YouTube media that is eye-catching is close to people's habits, and the situation is right on target. The following is an analysis of the seller's storyline in the uploaded video.

1. Motivating titles
Each story's title shows the entire contents and has a different story value to each other. Titles made for expressing solicitation begin with persuasion messages, as in the three titles analyzed.

2. Overview of the city/region
Story videos opened by displaying the name of the seller's hometown, seller's name, and seller's shop. The impression of attracting attention is characteristic of the seller is representing the area covered by Tokopedia.

3. An empathetic prologue

Every opening story always begins with a moment of empathy that illustrates the seller's background in seeing himself in initiating steps towards change. Some tell of previous work, quoting inspirational sentences and ideas.

4. Inspirational statements

The seller tries to find one or several inspirational statements as the meaning of proceeding with Tokopedia. The seller expresses opinions in the form of work ethic, self-confidence, changes in the people around him, and changes in the outlook on useful internet technology.

5. Quotation

Sellers directed to make quate based on their respective experiences. The purpose of this quote is that the collaboration between the seller and Tokopedia can develop even further. They were giving birth to various product innovations, sharing experiences with other creators, and spreading more enthusiasm and inspiration.

6. The sentence changes the entrepreneur's way of thinking

In each video raises sentences that motivate others to think entrepreneurship style.

a. Video 1: "Friends who were buskers or scavengers helped economically. I believe that as long as I do this activity, I can help people. I think to do business, do not have to pursue material. If we follow knowledge and always help people, that sustenance will also come to us. Instead of opening and closing shops, it's better to open and close laptops so that we can market products to all regions. Many achievements of the spirit of entrepreneurship. Many people doubted my business in the past, but now I have proven it and produced results, and it is much better.

b. Video 2: "Believe me, the internet provides as many opportunities as possible as long as you manage them well".

c. Video 3: "An idea is only an idea. It must realize. Start first, enthusiasm, intention, do not despair. If the spirit already exists, the platform already exists. Just start early ".

The results of the researchers' interpretation stated that the video of the seller's story was under the theme of the previous campaign: "Everything starts with Tokopedia" and "MulaiAjaDulu". Implicitly, Tokopedia wants to display a message if the opportunity to do business. It not to be waited for but to be grabbed as soon as possible. The meaning of the journey in setting the picture of the seller's work activity shows that success always starts from doubt, worry, and ignorance, so they need help finding an away. This meaning is considered a journey through which the salesmen reach them to find better economic and social success.

Thus the text and images are directed at the campaign. This story also to shows Tokopedia is a new way for people who did not find a change in their previous work. Tokopedia is considered a new alternative is overcoming obstacles in creativity developing one's abilities. The seller invites the audience to gain empathy from their choices to join with Tokopedia, learn, and build their business until their business is thriving.

Therefore, researchers see Tokopedia framing the seller's story directing the campaign's mission, namely economic equality through digital. This mission realized so that viewers find answers to doubts starting to innovate using internet technology. Tokopedia

frames the video of this seller's story to state that this platform can grow new businesses, create jobs, and move the region's economy. This platform also can provide convenience to make enterprises cheap. #MulaiAjaDulu was the second set to motivate sellers to continue improving the consumer's quality and purchasing power through existing infrastructure.

CONCLUSION

Researchers used Entman's Model framing discourse analysis techniques. This study found that Seller Story Tokopedia built two discourses, (1) The content creation in the seller story video is Tokopedia's economic interests influence part of its persuasion to customers; (2) seller story impressions a platform. With an analysis of the provision of definitions, explanations, evaluations, and recommendations in discourse to emphasize a particular frame of mind for the event discussed. The researcher found that the discourse built by Tokopedia through this video seller story reinforces Tokopedia's branding as a platform that favours the interests of knowledge and the ability of customers. Besides, the story raised indicates Tokopedia as an empathetic and inspirational stall in helping businesses to develop.

BIODATA

Agustin Rozalena is a senior lecturer at Universitas Garut, Garut, Indonesia. Email: agustin@uniga.ac.id

REFERENCES

Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(1), 1-19.

Anggoro, A. D. (2014). Media, politik dan kekuasaan. *Jurnal Aristo*, 25-58.

Citraresmana, E., Erlina, & Amalia, R. M. (2018). The concept of "love" of Bandung Mayor-Ridwan Kamil observed from articles published in newspapers and social media in Indonesia: Semantic cognitive approach. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(2).

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 51-58. https://doi.org/10.1111/j.1460-2466.1993.tb01304.x

Franedya, R. (2019, Oktober, 17). Diam-diam Shopee mulai gerogoti Pangsa Pasar Tokopedia di RI. *CNBC Indonesia*. Retrieved from https://www.cnbcindonesia.com/tech/20191017104143-37-107689/diam-diam-shopee-mulai-gerogoti-pagsa-pasar-tokopedia-di-ri

Faiqah, F., Nadjib, M., & Amir, A. S. Y. S. (2016). Sarana komunikasi bagi komunitas Makassarvidgram. *Jurnal Komunikasi KAREBA*, 2.

Gat. (2018). Adopting business to consumer model in generated. *Cogito Smart Journal/*, 200-212.

Hamad, I. (2017). Lebih dekat dengan analisis wacana. *MediaTor*, 8(2), 325–344.

Huotari, L., Ulkuniemi, P., Saraniemi, S., & Mäläskä, M. (2015). Analysis of content creation in social media by B2B companies. *Journal of Business & Industrial Marketing*, 30(6), 761–770. Retrieved from https://www.researchgate.net/publication/279226088_Analysis_of_content_creation_in_social_media_by_B2B_companies

Jaakonmäki, R., Müller, O., & Brocke, J. vom. (2017). *The impact of content, context, and creator on user engagement in social media marketing*. https://doi.org/DOI: 10.24251/HICSS.2017.136

Jayani, D. H. (2019). Tokopedia, e-commerce dengan nilai transaksi terbesar. Retrieved on January 15, 2020, from https://databoks.katadata.co.id/datapublish/2019/10/15/2014-2023-nilai-transaksi-tokopedia-terbesar-dibandingkan-e-commerce-lainnya

Mahameruaji, N. J., Puspitasari, L., Rosfiantika, E., & Rahmawan, D. (2018). Bisnis Vlogging dalam industri media digital di Indonesia. *Imu Komunikasi*, 15(1), 61–74. https://doi.org/10.24002/jik.v15i1.1007

Ningrum, Y. R. P. (2018). *Toleransi beragaman dalam channel YouTube Gita Savitri Devi. (Analisis wacana Teun A. Van Dijk)*. Retrieved from http://eprints.iain-surakarta.ac.id/4017/1/

Pandian, A., Baboo, S. B., & Yi, L. J. (2020). Digital storytelling: Engaging young people to communicate. *Jurnal Komunikasi: Malaysian Journal of Communication*, 36(1).

Release, P. (2020). *Tokopedia: Manfaatkan 5 fitur ini agar belanja online lebih hemat.* Jakarta: PT. Tokopedia.

Rozalena, A. (2018). Business communication skills based on industrial concepts 4.0. *Jurnal Ilmiah Ekbis*, 6(2), 1–12. Retrieved from http://journal.piksi.ac.id/index.php/EKBIS/issue/current

Santosa, R. (2016). Analisis framing pemberitaan etnis Tionghoa dalam media Online Republika di bulan Februari 2016. *E-Komunikasi*, 4, 1–12. http://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/4876

Setiawan, R. (2013). Kekuatan new media dalam membentuk budaya populer di Indonesia. *Jurnal Ilmu Komunikasi*, 1(2), 362–357. Retrieved from https://ejournal.ilkom.fisip-unmul.ac.id/site/?p=762

Setiowati, E., & Suciati, P. (2019). Kontruksi tokoh dalam pemberitaan di media online. (Analisis framing pemberitaan mundurnya Ahok dari Partai Gerindra di media online). *Jurnal Vokasi Indonesia*, 7(1), 28–39.

Setiyono, J., & Sutrimah. (2016). Analisis teks dan konteks pada iklan Operator Seluler (XL dengan kartu AS). *PEDAGOGIA*, 5(2), 297–310.

Tasruddin, R. (2017). Tren periklanan di media sosial. *Jurnal Komodifikasi*, 5, 15–20.

Vantamay, N. (2019). "3S project": A community-based social marketing campaign for promoting sustainable consumption behavior among youth. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(4).

Wulandari, D. (2018). Flock garap kampanye #mulaiajadulu dari Tokopedia. Retrieved on January 15, 2020, from https://mix.co.id/marcomm/brand-communication/advertising/flock-garap-kampanye-mulaiajadulu-dari-tokopedia/