

## **Representation of Reality Inequality in Online-Based Educational Institutions (Semiotic Analysis in Teacher Room (Ruangguru Ads))**

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**Abstract:** Ads act to deliver messages through one-way communication between the ad creator and the targeted audience. Sometimes, the ads themselves are too biased to build and design and combine the visuals' desired communication messages. An advertisement for a non-formal internet education institution called Ruangguru issued an ad titled "Ruangguru 6 Tahun #hidupkanmimpimu. The ad space is judged to have a reality gap between what is shown in the ad and society's reality. In this study, the researchers used qualitative types and defining traits, using the semiotic method of Charles Sanders Peirce. Document study data collection technique with a trichotomy data analysis approach from Peirce in analyzing the ad. The results showed a real gap in this ad that could be reviewed from several scenes with a more in-depth analysis.

**Keywords:** Inequality Reality, Charles Sanders Peirce Semiotics, Peirce Semiotic Leotards, advertising.

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### **Introduction**

Advertising today becomes a way for a company to communicate messages through various communication techniques in communicating a product or service. Furthermore (Quesenberry, 2016, p.37), advertising can be defined as an attempt to put the following information with a message built so that it is expected to influence the audience in a medium. In other words, advertising is a form of communication with certain information and ideas about a product addressed to consumers. Another explanation of the ads cited in the book (Vera, 2015, p.43) advertising has the purpose of persuading and reassuring consumers who have been targeted by an organization or manufacturer. Advertising becomes an essential and significant part of *marketing communication activities*.

Formal education in Indonesia during the Covid-19 pandemic requires every educational institution to every student to apply online learning. This is evidenced by circular No. 15 of 2020, the ministry of education and culture, which is written in the circular that the purpose of the implementation of Learning From Home (BDR) is to ensure the fulfillment of the right of students to obtain education services during the Covid-19 emergency, protect the citizens of the education unit from the adverse effects of Covid-19, prevent the spread and transmission of Covid-19 in the education unit and ensure the fulfillment of psychosocial support for educators, students, and parents (kemendikbud, 2020).

Based on the circular issued by the ministry of education and culture regarding online learning during the covid-19 pandemic, Several educational institutions, both formal and informal, simultaneously seek to improve the publication of online learning systems (Anisa, 2020). An online education that is passionately socialized by various parties is not a thing without constraints. A wide range of problems was discovered during this transition period and can be referred to as online education's stuttering. Stuttering in online education due to very rapid changes without adequate preparation beforehand (Ridho, 2020). For example, educational institutions keen to publish during the pandemic is the teacher's room quoted (Telkomsel, 2020). Head of the teacher's office, Belva Devara, said, "We recognize that students' learning activities cannot be disrupted in the middle of school holidays due to the covid-19 pandemic." Therefore, to help students to learn effectively in Ruangguru house publish their flagship programs as a form of Ruangguru's concern for the sustainability of education during the covid-19 pandemic (Telkomsel, 2020)

This study will examine some of the related things between media publications such as advertising and the reality of society. Publications conducted by various educational institutions aimed at the community *targeted by the audience* should have a similarity. It is considered necessary that the message conveyed in a publication such as Ruangguru ad can grab the target audience's attention. The current research is essential in discussing the sign in the Teacher Room ad titled "Teacher Room 6 Years #HidupkanMimpimu". Quoted in (Wahjuwibowo, 2018, p.18), a sign or can be called a representative referring to the opinion of Charles S Peirce is something that for one can represent something else in some way or capacity. Peirce is called an interpretant named the interpretant of the first sign; it will refer to a particular object.

The presence of a sign is seen based on the merging of each sign on each system. Analysis in a sign in a merger, there are two axials. As quoted in the book (Piliang, 2019, p.282), the two axials are paradigmatic and syntagmatic axial. A paradigmatic mass is a combination of more vocabulary in a sign with specific rules for syntagmatic axials.

Then the explanation of the sign is also found in the book Danesi (2011, p.6). Some signs consist of words. Writings can even be found in facial nosebleeds or colors. The sign has a function quoted in (Eco 2016, p. 69) known as the sign function created when an expression is related to the content; these two interconnected things become a tool that can also be referred to as a dissing on a correlation. In general, it can be known that the sign certainly cannot present itself without any meaning behind the sign itself. The absence of meaning in a sign will result in the uselessness of the sign itself. Wendell Johnson says (Sobur, 2013, o.158) that purpose has a model of meaning in another in a meaning not found in a thing but rather meaning is found and is in man because the man himself is trying to define something.

This study used representation theory because the research in This Teacher Room Ad seeks to identify what representations of reality inequality are like on advertisements issued by companies quoted in (Hall, 2012, p.15-17) spelled out that representation as a way of connecting from one meaning to another. Thus, it can be described what the meaning of a thing means in the representation process.

The explanation of the theory of representation refers to the opinion of Charles Peirce quoted in the book (Danesi, 2011, p.20) that in a study of representation, two things represent or are called representations and or objects or represented. Representations related to culturally present signs or imagery, tagging, and when language is learned through a sign's function can convey from the known by studying reality is another explanation of the representations cited in (Hartley, 2010, p.265). The use of representation theory is essential in this study because it will focus on marking a sign, including all stimuli but except verbal stimulation. The feature of nonverbal stimuli is Ruangguru's ad titled "Teacher's Room 6 years #HidupkanMimpimu". This ad does not use conversations between characters as an introductory message to the audience.

Advertising is the result of activities that occur in a creative process. Quoted in (Danesi 2011, p.294), it is explained that the term advertising or advertising refers to the Latin *advertise* "Activities affect attention." This Latin term is a form of a publicly targeted announcement useful for its benefit, be it sales or service companies. In advertising, there are three categories, as cited in the book (Danesi, 2011, p.295), three of which are the first of which are advertising for consumers. Usually, these ads promote a product. The second is advertising to trade. Finally, advertising on social politics is traditionally done by a group with a specific purpose.

Currently, in the scope of people's lives, advertising can be interpreted as cultural objects quoted in (Piliang, 2012, p.355). Ads are said to be so because, in an advertisement, there is a sign that the sign becomes a tool in bringing and conveying the message of the company to the audience. In the ad, there are at least two crucial elements that can be seen quoted from the book (Triwardhani, 2011, p.193) the two aspects are internal elements (Content) related to the message to be conveyed to the target audience and the external factor (Context) about the conditions that affect the message delivery process. The creation of an image in an advertisement is inseparable in some aspects, namely a shooting quoted in *The Filmmaker's* book of various kinds of shooting among which (1) *Long shot is more to the shooting technique by inserting the actor along with the surrounding environment as a whole usually this technique is used to show the emotional state of the situation around the shooting place* (Mecardo, 2011, p.59), (2) *Medium shot is more of a shooting technique usually used to shoot actors more clearly with the shooting angle located from the waist to the head. The area around the actor will look less than the Long shot. Medium shot allows the audience to look at body language such as facial expressions and emotions and behaviors* (2011, p.47).

*Two shots* as it means more to the shooting technique of two actors at once in the same frame. This technique is usually combined with shooting techniques such as close up or medium close up. This capture technique better describes the relationship between characters and creates dramatic elements in the frame of an image, (4) *Extreme long shot is more of a shooting technique that uses a broad scale and is more focused on displaying the state of a region or room by eliminating the focus on the actors involved in this shotscene usually located at the end or beginning of the film.*

### **Reality Inequality**

The frame of human life is often used as a portrait in an advertisement, but many ad scenes are found that don't match real life. Inequality, when reviewed in a language dictionary, means things that are not as they should be. In another sense, some things don't fit properly. According to Jonathan Haughton, they are quoted from (Gischa 2020), inequality as a form of injustice in a process. The definition of reality named in the journal "The Role of Mass Media in shaping Social Reality" (Suryadi, 2011, p.1) is a word derived from the realist Latin *res*, which means in modern scientific discourse today, reality has commonly defined a quality found in

phenomena or symptoms, which is recognized by humans as having an existence (being) and not dependent on the man itself. The formation of social reality is a dialectical process in which humans act as creators and a product of their lives. This process arises due to the consequences of each human being's unique ability to externalize and objectify subjective meanings, experiences, and actions into him. Based on the above explanation, this study examines the inequality of reality, which is undoubtedly based on the depiction of reality that does not correspond to the truth in this study using the concept of semiotics. As quoted in the book (Wahjuwibowo, 2018, p.8), semiotic-related analysis is an effort to feel or know something that feels awkward and considered to be questioned further. Using semiotics in mass media studies, we can ask many questions. The concept of semiotics that became a reference and became a knife analysis in this study is the semiotics of Charles Sanders Peirce. Peirce was born in 1839, a semiotic figure whose studies were based on semiotic research. The theory put forward by Peirce is often referred to as "*grand theory*" in the semiotic analysis of this mention due to Peirce's more thorough idea, the structural description of all marking systems (Wahjuwibowo, 2018, p.17).

The sign from Charles Sanders Peirce is identified in 66 different signs, but the most commonly used semiotics are two of the three leotards described by Peirce. If semiotic research only wants to analyze the signs scattered in communication messages, then merely interpreting using the three types of marks used by Peirce can already be known as the results. Based on the above concept, it can be understood that the meaning of a sign can apply to any human being either socially or personally, depending on the context of a particular problem or study. Signs cannot express something because of the true sign's function to indicate, and it is man or living being who interprets, which they then solve based on their own experiences. The formulation of the problem based on the background of the situation described above, then the formulation of the problem in this study is how the representation of reality inequality in online-based educational institutions is related using Peirce's semiotic analysis. The research question in this study is how the Representation of Reality Inequality in Online-Based Educational Institutions is? The purpose of this study to find out how inequality representations reality in online-based educational institutions (Semiotic Analysis in Teacher Room Ads 6 years #HidupkanMimpimu). In this study, researchers used qualitative descriptive research to collect factual information in detail, describe all available symptoms, and identify problems or examine applicable conditions and practices. (Yin, 2018, P., 20). One of the other experts Moleong describes quoted in the book (Herdiansya, 2019, p.8) defines qualitative research as a study intended to understand something experienced by research subjects such as behavioral perception, and the paradigm used in this study is the Constructivist paradigm.

### Methodology

The constructivist paradigm is a point of view that says that reality is not an objective view but has been constructed by the interaction of either inter-community interaction or inter-cultural interaction (Wahjuwibowo, 2011, p.28). In the book Suyadnya and Kholifah (2018, p.60), it is explained that the paradigm of constructivism is at its core in constructing the theory of trying to accept the role of subjects and objects simultaneously.

This research uses a semiotic method in which semiotics is essentially an attempt to feel something unusual when one sees or reads a particular narrative or discourse (Wahjuwibowo 2018, p.8). This study will focus on the use of the semiotic concept of Charles Sanders Peirce. Quoted in the book (Vera, 2015, p.2), Peirce defines semiotics as a study of signs and everything related to them, namely how they function, relationships with other signs, delivery, and acceptance by those who use them.

The technical analysis used in this study uses Peirce semiotics. Peirce tried to model semiotic research in his research, a triadic or arguably leotard concept. Quoted in the book (Vera, 2015, p.21), Peirce's idea of leotards is mentioned as a Form accepted by the sign or serves as a sign representing something else that Peirce referred to as an *interpretant*. *Interpretant* If interpreted, is not a sign interpreter but rather more the meaning of the sign. Then both of the things described above will refer to a specific object. *The* object itself is something that refers to the sign of something represented by the *representative* (Vera, 2015 p.21)

Peirce attempts to classify a bunch quoted in (Vera 2015, p.23). The attempt made by Peirce is to refer to it as a leotard. The first leotard Peirce developed *explained that sign* is a physical form or everything that can be captured by the senses because something that has become a representative is based, in this case, is the first leotard in which there is *Qualisign, Sinsign, Legisign*. After a discussion of the first leotard, Peirce also attempted to classify the sign with its peculiarities. The types of signs are distinguished into *Icons, Indexes, and symbols* that are all based on the relationship between the representamen and the object (Wahjuwibowo, 2018, p.17)

This research has a primary analysis unit that is an advertisement issued by Ruangguru to inform that Ruangguru believes that a student's dream so high can be achieved not only through learning activities directly, but by using communication tools such as mobile phone learning activities remain effective. In this study, ads

will be analyzed based on *visual and nonvisual* signs such as facial expressions or scenes played in ads and nonvisual marks in the form of messages delivered in ads.

Furthermore, this study using the technical validity of triangulation data. In this technique, the subject's answer will be reviewed with an existing document. There are several kinds of triangulation. Triangulation used in this study is quoted in (Kriyantono, 2020, p.70), i.e., triangulation of informants or data sources that conduct a review at the level of trust of information several different sources. Furthermore, triangulating the theory in which research uses two or more approaches that are then combined using the design in a research data collection in this study using documentation studies is one of the data collection methods used in qualitative research. This technique is a way for researchers to see images from the subject's point of view either through written media and documents or created directly by the matter in question (Herdiansyah, 2019, p.133). This data collection method used in qualitative research uses document studies by looking at Ruangguru's advertising videos.

### Results and Discussions

The current research subject is one of the advertisements owned by an online Education institute called Ruangguru with the title "Teacher's Room 6 Years #hidupkan dream". Quoted in (Ruangguru 2020), Ruangguru is a limited liability company engaged in non-formal education, founded in 2014 by Belva Devara and Iman Usman, where Ruangguru is now the largest technology company in Indonesia focusing on education-based services. Ruangguru is currently developing various technology-based learning services, including virtual assistance, online exam platforms, and video learning subscriptions.


This space ad has a storyline that focuses on a child who wakes up in the morning looking cheerful and has such high dreams as an astronaut. Accompanying the child's steps who looks still on the elementary school bench dreams and his ideals continue to overshadow on the way to school. It is shown the obstacles encountered by the child on his way to school. Until finally, the child reached the front of the school but was described as not closed the school gate, which resulted in the child being unable to enter the school. So the boy was forced to return home with his mother, who picked him up. Upon arriving at home, the boy was seen returning to study with Ruangguru's application pictured other children who also studied at home with Ruangguru's application.

The depiction of the character in this ad is viewed from Peirce's point of view, then the characters in this ad are analyzed based on the representamen, objects, and interpreters. Currently, researchers begin by describing the main character as a child who is a representative. This child becomes an object. The child is defined as an astronaut. In this case, astronauts are the meaning of an idea that the lead actor wants or is fighting for. The next character is an adult woman as a representative. The character portrays the character's object as the main actor's mother, who is still sitting on the elementary school bench. The depiction of a mother figure played by a woman today is a mother figure who supports her child's spirit in achieving this goal of entering as an interpreter. Some of the main characters of the story idea in this ad have already been explained. Furthermore, this ad's additional role is the figure of a grown man and a young woman as a representative. Then the two became an object described as a family with a father-son relationship. Furthermore, this relationship can be interpreted as a good relationship and support each other, especially in children's learning activities. Finally, it represents three young people of a similar age in the scene as representatives.

These three young people became objects as young men who were learning through Ruangguru's application. These three young men showed a trait that was so diligent in learning in every place and situation and offered a nearjoyous togetherness. This scene can be considered interpretive if seen in Peirce's semiotic study. In analyzing the ad space teacher titled "Teacher Room 6 Years #hidupkan, your dream" looks at some scenes considered to have inequality with the reality that occurs in society. In this study, several scenes in which the research was carried out using visual markings related to representation, object, and interpretant. In addition to visible signs, an analysis was carried out related to the angle of shooting (angle) and other signs in this study.

The first scene observed in this study is the scene where the main cast of a child sitting on an elementary school bench who is leaving for his school:


NO	<b>Representamen</b>
1	A child wears a school uniform and a shadow of his future.
NO	<b>Object</b>

2		
NO	<b>Interpretant</b>	
3	a poor child depicted in the scene is a student who lives in the village	

This scene shows two children on their way to school, but those wearing astronaut clothes dream of an elementary school kid in the lead role. The existing shooting technique is said to be *a medium-long shot because the characteristic of medium longshot is to fill a frame with some things that become the point of view seen in the character's image* is still clearly visible and combined with the depiction of the atmosphere that is also clear so that the aura of the background of the place can be felt.

The inequality of reality depicted in this scene is evident from the clothes the actor wears. The depiction of elementary school children's character in this look is too neat and clean still does not represent that for schoolchildren usually in a situation like in this scene, they typically wear incomplete school uniforms or be much more straightforward. When associated with the habits of rural or rural people of a high social nature, they would prefer to continue to a group because regardless of the age depicted in this scene, it is still the age that still needs the protection of parents or groups. In contrast, the actor looks at this student walking alone, bypassing travel that is considered too dangerous for a child his age.

The second scene observed in this study is the scene where an elementary school child is studying at home:


O	<b>Representamen</b>	
	An elementary school kid was studying with his mother.	
O	<b>Object</b>	
		
O	<b>Interpretant</b>	
	Students described as having a high learning spirit with adequate facilities	

In this scene, an elementary school boy leaves school with an adult woman described as her mother. In this scene, the shooting technique is a combination of two shots and medium shots. This scene focuses more on two mother and child characters but still presents a reasonably transparent background. This kind of shooting technique makes dramatic elements appear in an ad.

The inequality of reality depicted in this scene is evident from the depiction in this scene. Elementary school students who were previously described as living in a village in the outback who attended school had to visit rice fields and rivers. The student is defined as living in an area not bypassed by public transport. But the inequality of reality is particularly pronounced in this scene where when associated with the previous scene, it is highly unlikely that a child who has a residential background as described earlier but at home has facilities that are considered complete and not owned by some people who are at the economic level like this child. Students in a state of racemic economic down that are still regarded as difficult to access, such as an internet network, are

still considered less in literacy about the internet. The inequality of reality is felt because people with difficult economies usually do not make education outside of formal education, such as schools, important.

The third scene observed in this study is a scene where three young men are seen in a café while studying:

O	1	<b>Representamen</b>
		Three young men studying at a café together
O	1	<b>Object</b>
	2	
O	1	<b>Interpretant</b>
	3	These three young men and young people have a high spirit of learning together despite being in a public place.

In this scene, the three young men studying together in a restaurant use the application *or website* of *ruangguru*. The shooting technique used in this scene is an extended *shot technique*. The actor's image characterizes this shooting technique at a wider distance so that the background and activities around the character are visible.

In this scene, the inequality of reality shows that young people have a high learning spirit and can achieve knowledge anytime and anywhere. This scene looks very time with the fact of young people at the moment. Today's young people usually go out with their friends instead of studying. Usually, even though they are learning in a public place such as restaurants, websites, or apps, learning is not a significant thing for young people. Noise and focus that often change as students study in public places make the depictions as in the above scenes have a real reality inequality.

### Conclusion

Based on researchers' research, it can be concluded that there is a true inequality of reality in the process of advertising *Ruangguru* titled 'Teacher Room 6 Years #hidupkan your dreams.' The purpose of ad creation is to visualize that learning doesn't always have to come to school. This ad emphasizes that learning activities for school students can be done anywhere and in any condition. But with the execution of ads that still contain some things that are not appropriate, especially on the side of reality inequality, it is feared that this ad will find different perceptions and the message that will be conveyed becomes so biased because of the contradiction between the purpose of the ad and the reality that exists among the public.

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