

## Gotong Royong Reflection in The Content of GOTO Advertising at Youtube

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**Abstract.** *This research aims to understand the meaning of 'Gotong Royong' in GOTO's YouTube video by applying Hofstede's Cultural Dimensions. The world keeps on revolving and more technologies has appeared to make life in all aspects easier. GOTO is a newly merged tech giant of Gojek and Tokopedia as one of the most popular e-commerce in Indonesia. In order to be accepted by society, GOTO creates a creative ad with a philosophical message that not only aims to market their products but also to introduce 'Gotong Royong,' which is the culture of Indonesia. Through Philip Mayring, Qualitative Content Analysis helps us to explain the Hofstede six cultural dimensions through the mixture of visual and audio found in GOTO's. In order the emphasize the "Gotong Royong" culture, by using Philip Mayring Qualitative Content Analysis, the video was divided into parts that represent the audio and visual elements, GoTo's video tries to show a cultural message that is "Gotong Royong" which is the culture of Indonesia. This research found that GOTO implemented their 'Gotong Royong' motto and combined it with the goal of establishing GOTO, which is to increase the country's economic growth*

**Keywords:** *Social media behavior; Computer Mediated Communication, Social Network Sites*

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### INTRODUCTION

The development of an era that is constantly advancing makes technology also more advanced. The technological developments felt by us today make life in all aspects easier. The term itself also refers to the existency of practical tools, machines and for example the fusion between technology and business (Pratami & Sari, 2020). Technology brings a positive or negative impact depending on how we use it. (Ngafifi, 2014). This developments makes the business world expand their markets and taking advantage of the technology (Winahyu, 2021). In the past, in order to buy our essentials, we needed to go

to a conventional store and search for the stuff we need in that store. Now with the presence of "Marketplace" like Tokopedia, we get to search for the items we need just by using a smartphone.

It is the same when we want to buy food. First, we need to go to a restaurant to buy the food we want, but now with the presence of Gojek, we now can order food through an application, and the food we want will be sent to our addresses. These two startup companies are national startups that have successfully competed in the international scene (Harita et al., 2020).

In order to go further, these two national companies decided to unite by

adhering to Indonesian culture that never disappears from the lives of the people in our society, which is the culture of “Gotong Royong”. Gojek and Tokopedia believe that to go further, togetherness is needed in order to achieve more incredible things in the future. This Gotong Royong culture is attached to the slogan from Gojek and Tokopedia, which is, “Go Far, Go Together.” The togetherness of this proud nation’s company is represented with a new name which is GOTO.

In promoting the unity of GOTO, GOTO does promotions by social media advertisements on Youtube, knowing that one of the alternative in marketing is through the social media advertising (Suryono et al., 2020). Nowadays Youtube has become a medium that could create and change the social reality (Wattimena & Eunike, 2020). This social media platform has now gains over one billion users per month globally and has become a medium for publics to gain information, entertainment, and education (Febriyantoro, 2020). The purpose of advertising itself is to influence the attitude of the audience, in this case, which is obviously the attitude of the consumers (Khusnaeni et al., 2017). Moreover, in today’s digital era, it is important to shape messages to their audience through advertisements, which have the characteristics of moving images, color, and sound. This makes this communication channel more effective (Danu Kristianto & Marta, 2019).

In this case, GOTO wants to promote the unity of 2 giant companies accompanied by the plan to list IPO GOTO in the Indonesia stock exchange. The promotional video for GOTO was released through Youtube with the title of “Gojek and Tokopedia introduces GoTo.” In the video, Gojek and Tokopedia tell us the story of the initial experience in forming these two startups. It started with no one seeing it until finally having an

impact on many lives in Indonesia. Such changes are important aspect to study in terms of entrepreneurship and persuasive communication (Tan & Li, 2022).

The message included in the GOTO advertisement is communicative, but it not only aims to market Gojek and Tokopedia but also to sell a cultural approach. Given the target of GOTO is to be accepted by the Indonesian society, various themes and ideas are applied by GOTO to attract attention from the audience, in this case, the Indonesian culture. The video message produced by GOTO, in the end reflects on the principles adopted by these two companies where “Gotong Royong Culture” is one of the advantages that make this company confident in going further when done together, and this belief is presented by the hashtag #BersatuUntukKamu.

In this video, Gojek and Tokopedia show the audience that with the presence of Gojek and Tokopedia to this day, these two companies have brought a positive impact on many lives in Indonesia’s society. They are starting with the opening of job vacancies to social impacts where people with disabilities also get job opportunities (Sya et al., 2020). This video also shows a reflection of the gotong-royong culture, which is carried out through the interactions of one another, such as how Gojek drivers help each other in completing their job and be helpful and kind to one another.

Video serves as a medium for conveying the company’s message to the public. Through the GOTO introduction video, GOTO wants the whole Indonesian society to provide support from both a moral and economic perspective. The spearhead of success from a company is to promote the product brand and company as a consumer lure, supported by the effectiveness of advertising which mediates its appeal (Sasongko & Marta, 2018). This introduction advertisement

is the start of attracting consumers to be more proud using the product or any other services owned by Gojek and Tokopedia, which is an Indonesian subsidiary company.

The introduction advertisement of GOTO is very interesting to analyze not in terms of the promotion offered but also from how this video puts together the reflection towards the Gotong Royong Culture, which has been an Indonesian culture ever since ancient times. Analyzing the cultural dimensions that are in the video to know the message that GOTO wants to convey to the Indonesian community. Of course, this advertisement is expected to introduce a new perception to the users by not forgetting the Indonesian culture (Harry et al., 2021). Despite of the highly developed technology current, Indonesian should be obligated to introduced to the younger generation the Gotong Royong Culture so that we could always find out the characteristics of our nation amidst the global currents that hit (Hodriani et al., 2019). Gotong Royong has become the identity of Indonesian. It was born from the society habits, customs and continuously spread from one generation to another.

In addition to using Youtube social media as a means of conveying messages of the spirit of mutual cooperation to the public, other media used by GOTO are published images on its official website. One of the images campaigned by Gojek and Tokopedia as “Local Pride United” was published on the GOTO website by telling the life cycle of an individual that cannot be separated from the cooperation or the spirit of mutual cooperation from MSMEs or various applications made by the nation’s children in Indonesia. The image titled “Local Pride United” was studied to reflect the spirit of Gotong Royong proclaimed by Gojek and Tokopedia through GOTO.

In the term of social studies, culture

can’t be measured, by then, Hofstede described a culture in two constructs, value and culture. Hofstede’s framework has been widely used in national culture in terms of psychology, sociology, and management studies. From the mental program adopted by the individual mindset and the values carried by society. Hofstede also divides this value and culture construct into six cultural dimensions (Himmah, 2013).

To identify the ‘Gotong Royong’ as the essence of Indonesian culture, knowledge from cultural dimensions is needed. Based on Hofstede’s Culture dimensions, there are six dimensions. First dimension is the power distance, this dimension is explained as the main predictor to express the degree of the society’s acceptance and expectation towards power or how they act on the inequality found between themselves (Irawan, 2017). Power distance in a country affects the hierarchy and relationship between its people. For example when the government are open to communication, provides a real time information, and respond to every comments from its public that this could be described as low power distance (Sovia Firdaus et al., 2018).

Next dimension is individualism v collectivism, an individualist society will only care and keep themselves or their family’s well-being. On the other hand, a collectivist society represents a tightly-knit framework in a society where individuals belong to a group that work together in exchange of loyalty.

The third dimension is masculinity v femininity. A masculine country dominants on a male sex role, preference in heroism and assertiveness, while a feminine country represents caring about each other, equality in life, and also modesty (Agodzo, 2014). Uncertainty avoidance is the dimension measures the conditions in which individuals feel

threatened by unknown circumstances. It discusses how people react to this kind of situation (Soares et al., 2007).

Long v Short-term orientation, are both related to the time orientation believed in a society, how they emphasise the future or the past. LTO is oriented to future rewards, while on the opposite STO stands for enhancing the goodness regarding the previous and present events, for example, respect or preservation of the tradition of obeying certain norms or obligations (Venaik et al., 2013). Lastly, Indulgence v Restraint. Indulgence dimension reflects a free gratification society while restraint dimension means, a controlled public by the means of social norms (Hofstede, 2011).

Before conducting this study, several studies that are related to the Hofstede's cultural dimensions are being studied. In a study titled "Simplification of the Harai Ritual and Hofstede's Cultural Dimensions in the Sumo Version of Forte Advertisement" it was found that regardless of the complexity of the cultural dimensions and cultural values found in the advertisement, the elements on the video are showed for promotional purposes (Danu Kristianto & Marta, 2019). Parallel with this study, a study titled, "A Series of Concern Modalities of the 2021 ABC Syrup Advertising Generic Structure", through Hofstede's cultural dimension found that in addition to showing the cultural dimension, elements in the advertisement also wanted to spread messages about ABC products (Evelyn et al., 2021). In line with those studies, this study wanted to see if the GOTO introduction video also conveyed the same message. Despite the cultural dimension, there are also marketing or promotional elements that wanted to conveyed by GOTO.

## **METHOD**

This paper aims at exploring the

means of "Gotong Royong" culture in the GoTo YouTube Video. The duration of this video is about 1 minute and 56 seconds showing the variety and dynamics of Indonesian people's social life, coming from different ethnicities, race, and faith. It's a qualitative interpretative study that Daymond & Holloway explained, We applied qualitative studies to obtain a solid understanding of the relation between culture and communication of a particular community. The interpretative itself helps us to look at how humanities works, and how people convey their understanding through languages and cultures (Kartadinata et al., 2020).

This qualitative data analysis will be procured through the process of collecting data from the Goto "Gotong Royong" YouTube Video. In order to develop qualitative interpretative discussions, the analysis involved using qualitative content analysis from Philipp Mayring. As the evolution of mass communication, the term content analysis has been developed through years since the early years of the twentieth century. The main concept of content analysis itself is to identify the major statements or the statements with real means (Kohlbacher, 2006). Since the 1980s, this method has become the guide for qualitative studies, specifically regarding the content analysis.

The qualitative method can be used on any communication channel such as transcripts of interviews, discourses, videotapes, written documents, etc. Content analysis underlines the development of categories from the data and recognizes the importance of understanding the meaning of the context where the analyzed items appeared. Qualitative content analysis is systematic and analytic but less rigid than quantitative content analysis (Vespestad & Clancy, 2021). Within marketing and consumer behavior, content analysis has been widely used in the assessment of

verbal contents and nonverbal messages of communication for the examples is the video advertisement of GOTO.

Through Mayring’s qualitative content analysis, this study will apply a methodical and theory-based approach by categorizing each element on the GoTo YouTube Video. In order to enhance the “Gotong Royong” culture, the theoretical approach used are Hofstede’s metric in order to measure the cultural orientations conveyed in the YouTube video (Saat et al., 2020). The video will be selected based on Hofstede’s dimensions, power distance, individualism, Collectivism, masculinity, feminism, uncertainty avoidance, long term, short term orientation, indulgence, and restraint.

The Hofstede cultural dimensions has become one of the most popular value model, and wisely used by researcher to portrayed the cultural values in a society. By using Philip Mayring’s qualitative content analysis, the video will be broken down into the opening, bridge, scenes, climax, and ending parts and categorized by implementing Hofstede cultural dimensions.

**RESULTS AND DISCUSSIONS**

The introduction advertisement done by GOTO with the title “Gojek and Tokopedia introduces GoTo” is a commercial advertisement, the duration for this advertisement is 1 minute and

56 seconds. In the video, Gojek and Tokopedia tell us the story of the initial experience in forming these two startups. It started with no one seeing it until finally having an impact on many lives in Indonesia. This video tells us the story about the digital transformation that Gojek and Tokopedia have carried out in helping aspects of people’s lives in Indonesia and from the start, Tokopedia and Gojek alone are companies that are connected with services offered by Tokopedia are Marketplace UMKM which means they get to sell things online and the things sold online are sent by a courier or a Gojek driver.

A few examples illustrate a Gojek driver delivering food for a family in this era of the Covid-19 pandemic, thereby reducing the space for the spread of the Covid-19 virus itself. The practicality given by Gojek is also illustrated in this video of how Gojek provides a solution to existing problems. This video also tells us the long journey that these two companies have taken to reach their current peak. In order to go further, these two companies decided to unite to be even stronger by adopting the spirit of Gotong Royong in the Indonesian culture. The second aim of this company is to spread a wider positive impact not only in Indonesia but also on the international scene. It can be seen in Figure 2 that showed how Gojek and Tokopedia reach it markets and spreading

TABLE 1.

No	Segmentation Title	Duration	Parcial	Stages
1.	Gojek drivers and their jobs	00:00-00:08	Opening	X
2.	Appreciate each other	00:08-00:29	Bridge	High context
3.	Independent women	00:30-1:14	Scene 1	Feminine
4.	Tolentrance between people	1:15-1:16	Scene 2	Uncertainty avoidance
5.	Gotong royong as spirit of togetherness	1:16-1:19	Climax	Long term
6.	GOTO helps economic and cultural activities	1:33-1:56	Ending	Restraint



FIGURE 1. Gojek Driver Delivering Food

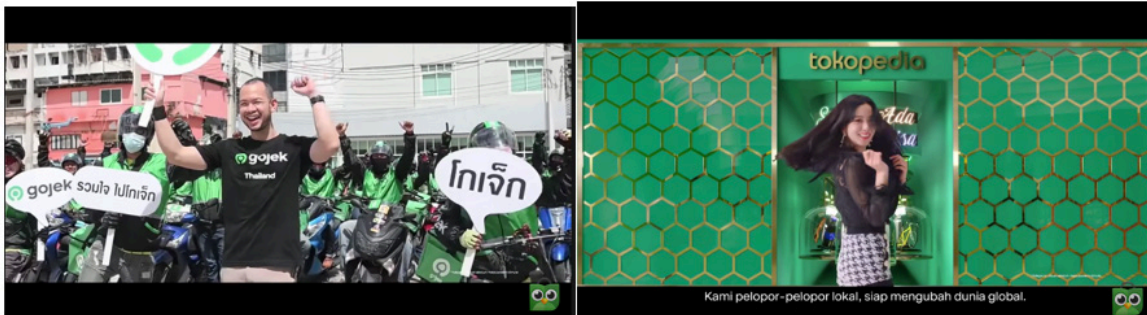


FIGURE 2. Tokopedia and Gojek in the International Scene

awareness to the international by using Blackpink and BTS, most popular South Korean group as their brand ambassador, and by spreading their services to other South-East Asian countries such as Thailand, Philippines, Vietnam, Singapore, and many more.

Combining various audio and visual elements, GoTo's video tries to show a cultural message that is "Gotong Royong" which is the culture of Indonesia. In this advertisement video, GoTo always shows the culture of gotong royong in several video scenes. This in-depth review of GoTo's introduction advertisement is gonna be discussed through the value dimension based on Hofstede's theory. Researcher will parse these various dimensions through a description for each scene that is in the Tokopedia and Gojek advertisement titled "Gojek and Tokopedia introduces GoTo." In the discussion of this scene, researchers will give an analysis based on the cultural dimensions of Power Distance.

In the scene for minute 1:15, it is shown that Power Distance is used as

a High-context communication where communication is carried out directly to each other without using signals (Sudarmika, 2020). In this scene, we get to see that Indonesian culture itself is included in the High power distance category where Gojek drivers really appreciate existing customers and always bowing their heads when saying thank you after providing the services offered. The acceptance of diversity in the power shapes views about how individuals with different power levels interact. In scene 1:35, we get to see that drivers give a warm smile towards the customer as a sign of hospitality and respect towards the customers who have used Gojek services. Hospitality and respect are values that have been carried by the Indonesian people ever since the beginning (Susanto & Kumala, 2019). The power distance dimension portrayed the homogenous national value, which in the GoTo introduction advertisement video is the Gotong Royong value.

Judging from the GoTo introduction advertisement video, we can also judge

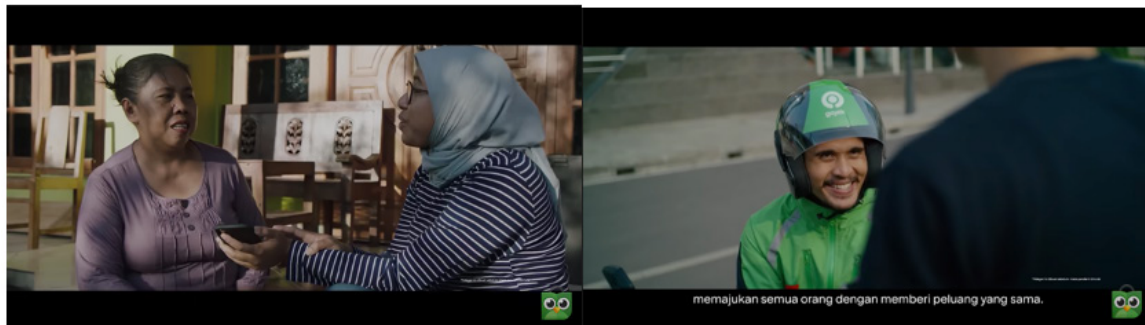


FIGURE 3. Scenes for Minute 1:15 and Minute 1:35

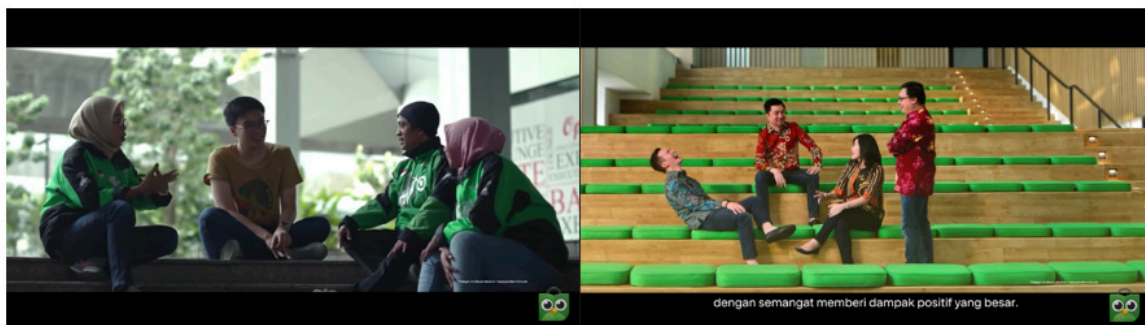


FIGURE 4. The scene for Minute 1:13 and Minute 1:40

that in this video advertisement it shows the cultural dimension of Collectivism where several scenes in this video illustrate that the success of Tokopedia and Gojek is the strength of togetherness, given that the culture adopted as the spirit of GoTo is the Gotong Royong culture.

In Figure 4 shows that the culture from “Gotong Royong” clearly illustrates that both the internal and external workers hold discussions together. The collective values displayed shows that the Indonesian community accept, take care of each other, and move towards a common interest (Jatmika, 2018). In this scene, it can be concluded that GoTo wants to emphasize the concept of cooperation between each other and achieving success in the future. In scene 1:13, we can see that the CEO from Tokopedia is seen chatting with his Tokopedia teammates in a more relaxed manner, so the picture they want to show is the importance of cooperation between leaders and company members that will create good performance in order to achieve success and for Gojek

itself can be seen in scene 1:40 that the driver-partner talked with the CEO of Gojek casually, listening to the opinions from every Gojek member to be able to develop the company in a better direction. There are no hierarchy that separates the CEO with their employee.

Seeing the masculine or feminine side usually can be seen from several things. Masculine characteristics usually will show how things stand out, assertiveness, a reward for success, and competitive nature. The actors of the scene played their parts in terms of production and distribution, which explains how Tokopedia and Gojek operates as a collaborative companies. Visual composition of the scene represents how different cultures can be displayed through the actor’s activity within a scene (Lumampauw et al., 2020). On the other hand, a culture that emphasizes the feminine side will make it easier to work together, emphasizing decency, prioritizing the quality of life, and be more consensus orientated.



FIGURE 5. The scene for second 00:19 and minute 01:32

In figure 5 in scene 00:19, we get to see that women are independent entrepreneurs supported by Gojek drivers as seen in the video, a male who is currently helping to send packages directly to the consumer. In this scene, it can be judged that the principle of the cultural dimension in this video is feminism because, in this video, men and women have equality and get to cooperate nicely without caring about status and genders. Feminist culture means that men and women move together on the basis of a cooperative system, helping each other, and having a sense of belonging, in other words, “Gotong Royong” (Armia, 2002). The values emphasized by this video are equality, togetherness, tolerance and cooperation or gotong royong culture for the sake of creating a positive impact and equal opportunities for everyone. Not only because of women stand out, but several scenes also show that the GoTo advertisement video really prioritize the importance of working together and for everything to go great, it always starts with the strength to work together in line

with the concept of culture adopted by these two companies which are “Gotong Royong.” In other words there are no “second gender” or a bias between men and women portrayed in this advertisement video.

In the next scene, it can be seen that the Uncertainty Avoidance that occurs is in ethnic and religious differences, but these differences do not make it a problem or obstacle. The uncertainty that exists also comes from the existence of people who have physical disabilities where the digital transformation brought by Gojek and Tokopedia doesn’t make people with limitations be discouraged but instead opens up a new job opportunity. The dimension of this scene gives a new insight to the audience that in times of uncertainties, there will always be a chance to do something to oneself or others (Latukolan et al., 2021). This uncertainty becomes something positive, which you can see in Figure 6.

The scene at minute 1:33 and 1:36 is the answer to Uncertainty Avoidance that occurs after the existing



FIGURE 6. Scene from minute 1:33 and Minute 1:36



digital transformation, where tolerance occurs, and there are equal opportunities between normal people and people with disabilities. There are two important variables that influence a person's perception, or the type of misjudgment that people often make and stereotypes or people's tendency to categorize other people based on the group of where other people came from (Danu Kristianto & Marta, 2019).

One interesting thing in this snippet is that GOTO tries to make a new perception for the advertising audience, that the existence of those who have physical limitations always have the same opportunities as other normal people. GOTO directs a positive perception towards the group of people who have physical limitations, which makes the viewers realize that the opportunity brought by GOTO will bring good opportunities that will be accepted by all groups of people in Indonesia (Lestari et al., 2021). This allows for an interesting perspective related to collaborative

companies which both sides require each other's assistant to create a better quality of living towards both employees and consumers.

GoTo's vision and mission in this regard are oriented towards the long-term culture, which is illustrated by the reason for the creation of this video. Gojek and Tokopedia believe that with the gotong-royong culture where a spirit of togetherness to achieve success will be able to bring this company forward and develop even further not only in Indonesia but also in the international scene. The value of Gotong Royong become a form of togetherness between Gojek, Tokopedia as GOTO with all Indonesian in order to manifested a better and great Indonesia.

This reflects that Indonesia is a country with a long-term orientation dimension. This is what is shown in the GOTO video (Muchtar et al., 2020). Togetherness, tolerance, and working hand in hand to help each other that is carried out by the GOTO video are activities that are future-oriented. The



FIGURE 7. A scene for minute 1:16 – 1:19

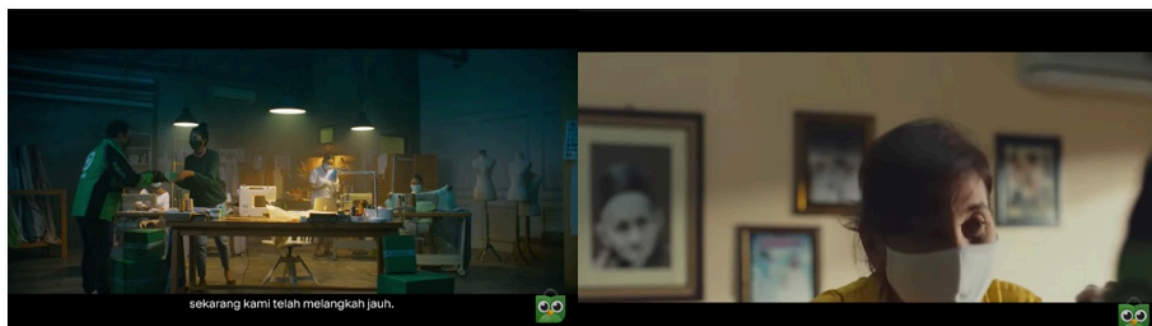


FIGURE 8. Scene from 0:14 dan 0:29

strength of togetherness based on the culture of gotong royong is what makes these two companies believe that they would spread a positive impact more widely.

Another long-term orientation is also seen in words at second 0:45 which is “But, can we go further?” and on second 0:53, which is “To answer that, we decided to unite to be stronger.” So that it can be concluded with the formation of GOTO itself, GOTO wants the audience of their advertisement to know that GOTO will continue to become the best company for the development of progress in Indonesia (Yulianti & Sudrajat, 2021). Develop better in solving existing problems and becoming a solution and answer needed by the Indonesian society through technology. To be united and stronger means we ought to walk or move forward hand in hand, supports and helping each other, and it is a definitive form of Gotong Royong culture.

The cultural dimension restraint vs indulgence in this advertising video is a dimension of restraint where all economic and cultural activities help each other (gotong royong) in this advertising video which leads to a binding norm or rule. People’s daily life in Indonesia, mainly in an economic context, still adhere to existing rules or norms. This further supports the dimensions of restraint reflected in the GOTO video (Azmi et al., 2020).

It can be seen at a glance that each individual who receives assistance “nods his head down” as a symbol to express gratitude and respect for the assistance provided. In every transaction, it is never separated from the cultural norm to always be grateful. This video shows that in order to achieve success, norms and culture in Indonesia must remain so that we head in the right direction. The other definition of restraint dimension, is this value displayed the low tolerance for public in

manifesting the happiness and enjoyment in life on the other hand indulgence is when the individual walking towards a hedonistic human needs (Kochkina & Riccardi, 2021).

## CONCLUSION

Phillip Mayring’s qualitative content analysis attempts to uncover the essence of “gotong royong” that is trying to be highlighted in the GOTO advertising video published on Youtube. GOTO introduction video were break into several partial such as opening, bridge, scenes, climax, and ending parts. Through classifying the video into different partial it could be seen that GOTO as a company were trying to convey a cultural message through different parts of video. There are different visuals and audio but it leads into one key message, namely the “Gotong Royong” culture.

Through Hofstede’s creation of cultural dimensions, we can see various construction messages of dimensions reflected on Indonesian culture, starting from the Power Distance dimension. The communication distance of Indonesian people who want to be highlighted in the video is a high context or high power distance. There is still a distance in the form of mutual respect and maintaining a distance of privacy from one another, but interpersonal communication, both verbal and non-verbal, is open between individuals. The GOTO video shows that Indonesian people are collective and move together (gotong royong) towards a common interest without prioritizing individual interests.

There is no sense of uncertainty when interacting with each other, regardless of differences, and also the Indonesian people in the GOTO video uphold the value of feminism, where there is a sense of security, mutual care, and help between men and women. Indonesia reflects the dimension of long-term

orientation through the joining of Gojek and Tokopedia through GOTO shows that Indonesia is jointly promoting pragmatic values that are future-oriented for the sake of Indonesia's economic progress. Examining the cultural norms that still exist in Indonesia, we get to find that Indonesia is included in the category of restraint dimensions. In the GOTO video, even though Indonesian people can freely be creative in opening a business, there are still norms or rules that need to be obeyed. Hofstede's cultural dimension is packed with audio and visual elements, which together lead to a sense of 'Gotong Royong,' which Gojek and Tokopedia want to emphasize as a nation's startup.

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