

**AN ANALYSIS OF TRAVELOKA'S ADVERTISING USING
PROPAGANDA TECHNIQUE**

THESIS

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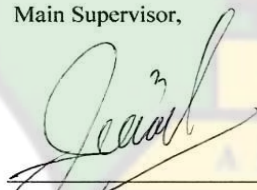
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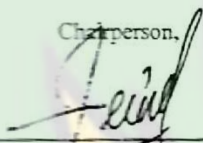
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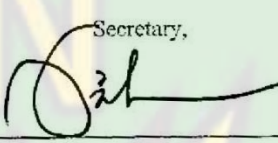
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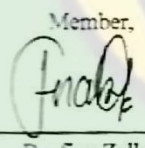
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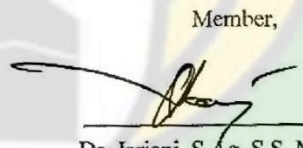
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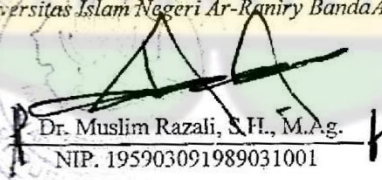

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An Analysis of Traveloka's Advertising using Propaganda Technique

adalah benar-benar karya asli saya, kecuali lampiran yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan akan menjadi sepenuhnya tanggung jawab saya. Demikian surat pernyataan ini saya buat dengan sebenar-benarnya.

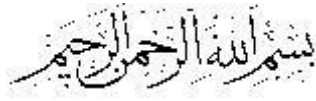
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Saya yang membuat surat pernyataan,

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ABSTRACT

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This study was conducted to analyze the propaganda techniques used by Traveloka in propagating its advertisement. The advertisements which were analyzed in this study were videos taken from 2015 to 2019 to. The analysis was based on point 7 of 10-points' Jowett and O'Donnell (2012). This study employed descriptive qualitative method to present and elaborate the data. The finding shows that Traveloka used six technique of propaganda in its advertising videos to advertise its services, which were glittering generality, plain folks, card staking, visual symbol of power, music of propaganda and arousal of emotion to promote its products. The use of propaganda technique was one of the reason for the success of Traveloka in attracting the audiences to use its services.

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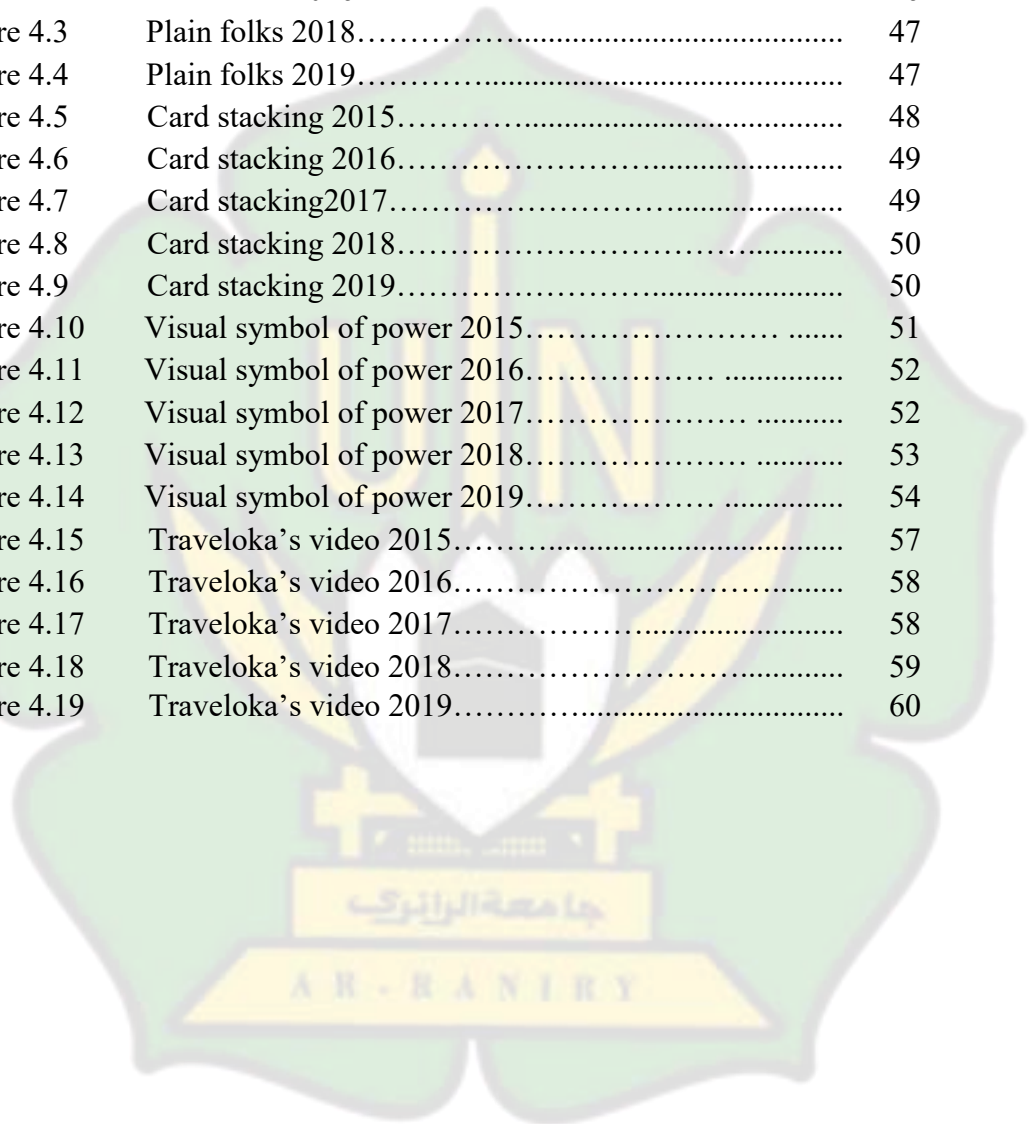
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CHAPTER 1

INTRODUCTION

This chapter deals with the background of the study, previous studies, research questions, research aim, the scope of the study, significance of study and terminology

A. Background of the Study

In this modern society, technology and multimedia seem to be the best tools to influence people with certain products or services. Advertising is one of the techniques to attract people's attention used by a company or organization for their product or service. Cook (2001) notes that advertisement can be found anywhere both in public places and even though privacy. Advertisements appear on the streets, shops, television, the internet, and even smart-phone and have accompanied our daily activities.

According to Cook (2001), advertisements use fiction, wordplay, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in ways which are often memorable, enjoyable and amusing. New advertisements evoke comment. The words and details of advertisements often come to people's minds more readily than those of novels and poems and plays, and they are often recalled with more laughter and enthusiasm. Yet, it is often a love-hate relationship; one which frequently causes unease, and the other one where the love is denied. It seems that many advertisement, people suffer a split,

contradictory reaction: involuntary spontaneous enjoyment, conscious reflective rejection.

Traveloka is one of the popular ticket booking company in Indonesia. The advertising of Traveloka is well known in Indonesia. It was the 1st Winner of “One to Watch” at BrandZ™ Top 50 Most Valuable Indonesia Brands in 2016. It uses advertising media type whose channels consist of visual and non-visual media including television, billboard, banner, YouTube, Instagram, website and other online platforms. YouTube is one of the visual media that was chosen by Traveloka as their commercials advertising media to communicate a specific image of their service to Indonesians. From 2015 to 2019, it has launched 257 videos of advertising on YouTube channel to promote and create a positive image of Traveloka among Indonesians.

Since the purpose of an advertisement is to persuade the public to be interested in the goods and services offered (Sandage, 2001), it may be considered propaganda since propaganda is a visual presentation used to change public attitudes about a particular person or subject. In a general context, propaganda can be seen as an appeal to the emotions rather than to the intellect. Advertising and public relations share a common propaganda technique, where the propaganda could play a role in promoting a commercial product or even shape the perception of an organization, person or brand.

Analyzing propaganda seems important because in advertisements it attempts to understand the process of producing information or idea whose be formed in positive and negative things. As one of powerful tool in influence

people, propaganda makes the audience does not realize that they are reading, hearing, and seeing propaganda materials. Therefore, propaganda often succeeds in manipulating audiences' emotional which make propagandists easily to achieve their interests by using media visual since it is one of enormous potential which makes the audience are laughing, crying, and singing through the advertisement.

According to Jowett and O'Donnell (2012), media visual is a potential vehicle for propaganda to achieve the popularity in comparison with non-visual media since media visual certainly cannot be separated from the use of signs contained message to influence the perception of viewers to purchase a product. The use of signs in advertising contained a message whose to be interpreted by the audiences through their perception. The term interpretation of the codeS or signs are recognized as semiotic (Chandler, 2002).

Semiotic is one of the most influential and powerful ways of thinking about media (Bignell, 2002, p.1-3). Bignell notes that the combination of linguistic sign such as word, images, and symbol with visual often photographic signs in advertisement that allow viewer to explore the terms and ideas since the advertisements in form of video are composed of a syntagmatic sequence of images, sounds and words. Akmal, Yusni, and Risdaneva (2017) argue that a symbol have a meaning for a concept, ideas, object and anything that can be represent on it. The signs or symbols in advertisement help the viewer to interpret the meaning of advertisements which shown on media visual for articulation of the complete message in their terms in short time.

Seeing the popularity of Traveloka, it is likely that the propaganda techniques used in its advertisement are quite successful. Therefore, it is interesting to identify and analyze what the techniques of propaganda are used in Traveloka advertising to promote its services in YouTube video as its media visual.

B. Previous Study

There are several previous studies that conduct similar characteristics with this research which can be used as references. One of them is conducted by Kenechukwu, Ezekiel, and Leo (2013) that analyzed “Behind Advertising: The Language of Persuasion”. In their study, they discussed how consumers can be persuaded to purchase goods and services advertised. They analyzed the language of persuasion by using persuasive techniques. From the study can be found that advertising promotes their sales of a product or service by informing the masses about its features using the language of persuasion. Then, a study conducted by Wallis (2007) that analyzed “Propaganda Analysis: A Case Study of Kazakhstan’s 2006 Advertising Campaign”. The study discussed how and which propaganda tactics and techniques were used in Kazakhstan’s advertising campaign through Jowett and O’Donnell’s 10-points propaganda analysis framework. Based on the result of analysis, the study found that the special technique used to maximize the effect of propaganda campaign included glittering generality, plain folks, card staking, visual symbol of power, music and arousal of emotions. The impact of the campaign only can be evaluated from a short-term perspective because the campaign ended nine months prior to the beginning of the research.

There was also study conducted by Nastiti (2013) that analyzed *“Propaganda dalam video klip Jokowi dan Basuki karya Cameo Project”*. The study analyzed Charles Sanders Peirce’s semiotic and propaganda technique in the Jokowi and Basuki’s video clip campaign gubernatorial election. From the study, it shown that there were propaganda techniques used in the video that was bandwagon, card stacking, plain folks and name calling.

This study is interested in analyzing the advertising of Traveloka which is different from the previous studies above. This study deals with the propaganda framework analysis by Jowett and O’Donnell’s (2012) on ticket booking service of visual content only from Traveloka YouTube Channel.

The purpose of this research is to specifically analyze the objectives and strategies involved in Traveloka advertising on YouTube Channels. The analysis accomplished by the propaganda analysis framework established by Jowett and O’Donnell (2012). This study accomplished by gathering sources of information and examining other aspects pertaining to the Traveloka advertising video.

C. Research Question

Based on the background presented above, the problem of this research can be formulated into one specific question that is what are propaganda techniques according to Jowett and O’Donnell’s 10-points framework used by Traveloka advertising.

D. Research Aim

Following the research question, the aim of this study is to find out what propaganda techniques according to Jowett and O'Donnell's 10-points framework used by Traveloka advertising are.

E. Scope of Study

This study focuses on existing videos of the Traveloka Advertising from its YouTube Channel. The video which were analyzed only videos whose duration is a minute length. Those videos analyzed using propaganda analysis by 10-points framework Jowett and O'Donnell's (2012) and propaganda techniques by Filene (1937; Kadir & Sauffiyan, 2014). The analysis consists of a 10-points framework, which includes identifying the campaign's purpose, target audience, and media techniques as well as evaluating audience reaction and overall impact (Jowett and O'Donnell, 2012). Of all ten framework points, only one point was applied in this study, which is special techniques to maximize effect. The reason of only choose one point because this study take a short-time analysis and only analyze the propaganda techniques in Traveloka videos which is related to the research question of the study.

F. Significance of the Study

The significance of the study distinguished into two: theoretically and practically. Theoretically, the result of this study can give contribution to the specific propaganda analysis study and enrich the students' insight about the

propaganda analysis of advertising utilized by Traveloka's advertising which is used to promote its service.

Practically, this study is beneficial for discourse analysis lecturers and language learners since this research provides types of propaganda and propaganda framework which may become discourse analysis learning sources especially for English Department Students of UIN Ar-Raniry. Also, the result of this study is expected to give useful information for future researchers who are interested in the related topic on propaganda, especially in the types of propaganda advertising.

G. Terminologies

Some significant terms used in this study are defined below in order to avoid misunderstanding.

1. Propaganda

Propaganda comes from the Latin word "propagare" meaning "to sow or propagate (Jowett and O'Donnell, 2012, p.2). Propaganda is described as a "form of persuasive communication with an established history in mass communication theory, research and practice" (Kendrick & Fullerton, 2003, p.5). Propaganda is a persuasive way of manipulating people's views, perception, and behavior.

Propaganda is used in this study to identify how Traveloka persuade its customers to use services of Traveloka itself. This study uses propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014), and propaganda techniques proposed by Jowett and O'Donnell (2012) as tool of analysis.

2. Advertising

Advertising is a multimedia technique to promote products, service, and ideas through a variety of different venues and it is usually persuaded by nature and paid by identified sponsors (Bovee, 1992). Arens (2008) defines advertising as the structured and composed non-personal communication of information, usually paid for and usually persuaded in nature about products (goods, services, and ideas) by identified sponsors through various media.

This research is taking Traveloka advertising as the material of analysis. Traveloka is an advertising which is promotes its services in booking ticket online in Indonesia.

3. Traveloka

Traveloka is an Indonesian company of online ticket booking services which expanding rapidly into South East Asia and Australia. It is for airline and hotel booking service and also expand into lifestyle products and services, such as attraction tickets, activities, car rental, and restaurant vouchers

Traveloka videos are a resource of material in this study. Videos that are analyzed in this study are videos from the year 2015-2019 with duration of a minute length derived from Traveloka YouTube channel.

CHAPTER 2

LITERATURE REVIEW

This chapter provides a literature review related to the research which explains about Propaganda, Jowett and O'Donnell's 10-points framework, advertisement, and Traveloka.

A. Propaganda

Propaganda, which is a Latin word meaning “propagare”, is described as a “form of persuasive communication with an established history in mass communication theory, research and practice” (Kendrick & Fullerton, 2003, p. 5). Propaganda is persuasive information to manipulate people's opinions, attitude and belief. Jowett and O'Donnell (2012, p.1) define propaganda as “a form of communication that attempts to achieve a response that furthers the desired intent of the propagandist”, in turns, propaganda can lead to change in behavior and public opinion (Wallis, 2007). Another definition of propaganda is the government's effort to influence the attitudes of the general public in a foreign country (Wolper, 1993). Therefore, propaganda can be defined as the way the speaker changes the views, attitudes and beliefs of people by using language.

Propaganda as persuasive communication is mostly applied for political or national settings. Propaganda word was used generally in post-World War II to promote a set of ideas. It has become more common in the political context. The use of public information campaigns has a lot in common with propaganda to

promote or discourage certain forms of behaviour, government or political parties. It could conclude that propaganda can be found more in political.

According to Wilcox (2005), propaganda is categorized into three types, namely; white propaganda, black propaganda, and grey propaganda. White propaganda is an openly identified source, and it is characterized by gentler forms of persuasion, such as standard techniques of public relations and one-sided presentation of an argument. Ellul (1965), as cited in Khadir & Sauffiyan (2014), mentioned in his book entitled *'Propaganda: The Formation of Men's Attitudes'*, white propaganda can basically be seen as the public awareness of efforts to influence them. Normally, this type of propaganda, which basically the source is known and its aim and intentions can be identified by others, are used by opponents, such as political parties, to persuade people. Wilcox (2005) also mentioned that white propaganda could serve as a means to cover black propaganda in certain propaganda campaigns, for example, when the propagandist tries to mask the former's issues. White propaganda also presents accurate information, although it can be slanted, omitted and distorted. However, most of the real sources are declared.

Black propaganda is identified as being from one source, but which is in fact, from another. This type of propaganda is most commonly used to disguise the real origins of the propaganda which comes from an enemy country or from an organization with a negative public image. This type of propaganda also shows false information, which is the substance that asserts to be on one side of conflict; but is in fact from the opposing side (Jowett and Donnell, 2006). Jowett and

Donnell (2006) states that black propaganda basically functions so as to denigrate, humiliate or misrepresent the enemy. Those who use this propaganda generally have a covert agenda, in which the sources are hidden and not easy to reveal.

According to Ellul (1965), as cited in Khadir and Sau (2014), when the audience is not conscious that someone is trying to influence them, and cannot feel that they are being pushed in a certain direction, this can be classified as the major characteristics of black propaganda. This propaganda asserts to originate from a source other than the real source. Jowett and O'Donnell (2006) also mentioned that at times the source of black propaganda is concealed or credited to a false authority and has the possibility to spread lies, forgeries and deceptions.

Furthermore, according to Wilcox (2005), grey propaganda can be classified as one without an identifiable source or author. The author makes enemies believe falsehood by using straw arguments, which are the misrepresentation of an opponent's person. It has the objective of advancing view points which are of interests to the originator, but the target audience would find more receptive than official statements. These stems from the fact that whilst propaganda materials from a known propaganda agency might convince some, what would be more persuasive are similar ideas presented by seemingly neutral outlets.

Propaganda can be found not only in politics but also in advertising because both of them use the same media in order to spread its message. In advertising, propaganda does not try to increase the sale of a product or services but the uses of propaganda is to change public attitudes about the product and

service which has the most lasting effect (Stefan). The motivation to buy a product or uses the services may stem from the belief promoted by propaganda.

B. Jowett and O'Donnell's 10-points Framework

The propaganda framework of Jowett and O'Donnell (2012) is “a 10-step plan of propaganda analysis program which creates a framework designed to facilitate a broader perspective and flow of information in order to analyze all the elements of a propaganda campaign within the sociocultural context” (Jowett, 2012). The 10-points framework may have overlapping points; however, when all of the points are analyzed, they provide a wide, detailed look at a campaign. It is also noted that the technique and the use of propaganda are sometimes covert and all divisions of the framework are difficult to identify (Jowett, 2012).

This study uses propaganda analysis 10-points framework by Jowett and O'Donnell's (2012). As its name, the framework contains of 10 points. They are: 1) ideology and purpose of the propaganda campaign; 2) context in which the propaganda occurs; 3) identification of the propagandist; 4) structure of the propaganda organization; 5) target audience; 6) media utilization techniques; 7) special techniques to maximize effect; 8) audience reaction to various techniques; 9) identification and analysis of counter-propaganda; and, 10) effects and evaluation (Jowett and O'Donnell, 2012, p. 270).

The framework serves as an outline and help to answer the following question: “To what ends, in the context of the times, does a propaganda agent, working through an organization, reach an audience through the media while

using special symbols to get a desired reaction?”(Jowett and O’Donnell, 2012, p.270). It also helps to answer one main research question within this study which is what are techniques of propaganda used by Traveloka according Jowett and O’Donnell’s 10-point framework?. The ten points of framework by Jowett and O’Donnell (2012) are explained in the following paragraphs.

1. Ideology and Purpose of the Propaganda Campaign

The first point of framework of analyzing propaganda is the ideology and the purpose of the propagandist. The main purpose of propaganda is to achieve acceptance by the target audience of the propagandist’s ideology (Jowett & O’Donnell, 2012). Analyzing ideology consists of determining how views or arguments will be received and interpreted by the intended audience (Cooper, 1989). Jowett and O’Donnell (2012) recommend that analysts look for “A set of beliefs, values, attitudes, and behaviors, as well as for ways of perceiving and thinking that are agreed on to the point that they constitute a set of norms for society that dictate what is desirable and what should be done” (p. 281). In this point Jowett and O’Donnell (2012) suggests that to analyze visual and verbal representations. It is also important to study events or situations of the past, present or future that could affect the ideas, thoughts and beliefs of the propagandist.

2. Content in Which the Propaganda Occurs

Successful propaganda relates to the socio-historical context and society's current mood. An important consideration is the context in which the message is produced and the context in which the message is received. It is essential to study society's prevailing mood, identifiable and constraining issues, power struggles, parties involved and the historical context.

3. Identification of the Propagandist

The source of propaganda may be an institution or organization with a propagandist as its leader. It is important to identify the propagandist so that true motivations can be determined. In some cases, the source may be open about their identity; in other cases, the source may conceal their identity. If the identity of the source is distorted or inaccurate, this may be a sign of black propaganda, which is intended to be misleading or deceitful.

4. Structure of the Propaganda Organization

Most propaganda campaigns originate from a centralized, decision-making corporation or company, or in this case, a government that produces a consistent idea or message throughout its organization. Due to this, leadership and hierarchy from within the campaign are usually strong. The structure of the campaign typically includes goals, objectives and how to achieve them. How media are used and selected is another consideration to study when looking at the structure of the campaign. Other aspects of structure that can provide insight into the campaign

include examining the organization's culture, rules, rituals and memberships (Jowett and O'Donnell, 2012).

5. Target Audience

Propagandists prefer to select a target group who has the most potential to achieve the goals and objectives of the campaign. It is also important to study how the target audience is reached. Furthermore, to achieve the target audiences, the propagandist may use advertising, opinion leaders, web sites or movies to persuade the public. It is very important to examine the propagandist approach to audience selection since there may be a correlation between selection practices and success rate (Jowett and O'Donnell, 2012).

6. Media Utilization Techniques

This point discusses about which media are applied by propagandist and how they use it. Propaganda may use any and all media available such as newspaper, television, banner, YouTube and etc. In examining media utilization, this study also explores how the message is presented, how the media are used, how the symbols and slogans used and how flow of information used. (Jowett and O'Donnell, 2012).

7. Special Techniques to Maximize Effect

Propaganda uses a number of tactics and techniques to influence and persuade the target audience which is used by advertisers, influencers and

politicians to make them successfully gets people attention based on their goal. In this point, Jowett and O'Donnell (2012) applied techniques of propaganda by The Institute of Propaganda who established by Filene (1937; Kadir & Sauffiyan, 2014). He organized these techniques into seven categories: glittering generality, transfers, plain folks, testimonial, bandwagon, name-calling and card stacking (Crouch, 2018). Jowett and O'Donnell (2012) also uses boarder categories in analyzing propaganda such as, predispositions audience, source credibility, opinion leader, face to face contact, group norms, rewards and punishment, monopoly of the communication source, visual symbol of power, language usage, music, and arousal of emotions. Those techniques are explained more detail in different section in this chapter.

8. Audience Reaction to Various Techniques

To properly analyze propaganda, the reactions of the audience to the propaganda campaign need to be examined. Most significantly is evaluating and determining the behavior of the target audience. This includes voting, joining organizations, donating or any other form of action in relation to the desired intent of the propaganda (Jowett and O'Donnell, 2012).

9. Counter-propaganda

Counter-propaganda is an effort made to oppose the propaganda campaign being analyzed. This can be in forms of commercials, films, books, etc. It can also become as effective as the original propaganda campaign. Jowett and

O'Donnell (2012) explain that it should be determined whether the public realizes that counter-propaganda exists.

10. Effects and Evaluation

The most important part of analyzing the effects and evaluations of the campaign determine whether the purpose and ideology has been fulfilled. It must also be determined whether specific goals and objectives were met and if they were not, then they must be questioned why. In order to examine whether the campaign was effective, the analyst needs to look for the acceptance and adoption of the propagandist language and behavior, the passage of legislation, or membership to specific organizations involved with the campaign (Jowett and O'Donnell, 2012).

Those all 10 framework points explained above basically have specific questions each of them. The specific questions help researchers in analyzing propaganda. This study only focuses on a point (point 7) of the 10 points framework which is *special technique to maximize effect*. The specific questions of this framework point is mentioned in chapter III. The reasons of choosing this point because this study took a short-term analysis and the audience was not the object of this study. In some previous studies, the analysts applied all the points in their research in which they used long-term analysis and made audience as the object of research. As mentioned by Jowett and O'Donnell (2012), they suggest that their framework may be difficult to analyze all of 10-points since the impact may not be known for years. However, some points of framework are able to be

analyzed in short time such as special technique to maximize effect (Jowett and O'Donnell, 2012). Studying the current media containing techniques of propaganda are possible to be examined in this study.

In special techniques to maximize effect, propaganda uses a number of tactics and techniques to influence and persuade the target audience which used by advertisers, influencers and politicians to make them successfully gets people attention based on their goal. In this framework point, Jowett and O'Donnell (2012) applied techniques of propaganda proposed by The Institute Of Propaganda which was established by Filene and his fellow (1937; Kadir & Sauffiyan, 2014) since it was known as classic techniques in analyzing propaganda. Those techniques were firstly published in a bulletin titled *Propaganda Analysis* and an article titled *How to Detect Propaganda* (1973). They organized these techniques into seven categories: glittering generality, transfers, plain folks, testimonial, bandwagon, name-calling and card stacking (Jowett and O'Donnell, 2006).

Scholars have identified many standard techniques used in propaganda and persuasion. This study used seven propaganda techniques by Filene (1937; Kadir & Sauffiyan, 2014) to identify which strategies are being used by the propagandist on Traveloka advertising on Youtube.

a. Glittering Generality

A glittering generality is the use of virtuous words or ideas to make the audience accept the words or ideas by evoking a positive responses without

questioning the evidence (Crouch, 2018). Generally, the use of glittering generalities is not recognized. The words used in glittering generalities are words that only accentuate good side of a product without containing the whole truth. Glittering generalities are also used in politics and business.

According to Martin (2018), glittering generalities can be described in this sentence, “A **lot of studies** show that our product has helped **millions around the world**. It’s an **amazing** product to keep you in shape (Martin, 2018)”. From the sentences, the word “**millions around the world**” is one of the glittering generalities because the advertisement does not mention the exact number of people and the countries where costumers around the world use the product live.

b. Transfer

Transfer is a technique used by relating someone or something respected to a product. According to Lee and Lee (1939, p.69), “ Transfer is the act of relating something or someone we like or respect with a product”. Symbols are constantly used in this form of propaganda. Transfers work through association(Crouch, 2018). Transfers can be used in symbols, icons, music, advertising, and marketing. In this technique, Jowett and O’Donnell (2012) suggest to look at visual, verbal, and musical symbol of power.

Martin (2019) mentions an example of transfer, it is a **flag symbol**. Some people who are proud of their product like to show their country’s flag to make

the consumer feel proud if they buy the product. This is in the form of linking a feeling of pride in a country represented by a flag symbol on a product.

c. Testimonial

Testimonials consist of “having some respected or hated person say that a given idea or program or person is good or bad” (Lee & Lee, 1939, p. 74). This tactic is used often in advertising when celebrities endorse products or services (Crouch, 2018).

Martin (2019) illustrates an example of testimonial, “**an athlete selling sports drink.**”. This sentence can be explained as if an athlete drinks a sports drink, it contains meaning that the beverage is believed to have a good effect on people who do sports and they will try it due to the confidence of consumers to the athlete.

d. Plain Folks

Plain folk is the use of spokesman to sell a product or service by attempts to convince his consumer that they are "one of the people" (Delwiche, 2018). Using plain folks can make advertisements seem more realistic to the audience. They may think that if a normal or average person needs a specific product or service, then they need it too.

As an example mentioned by Delwiche (2018), “**Bill Clinton eats at McDonald’s**”. It can be seen that Bill Clinton was an American President who is

known as a billionaire present himself as an ordinary citizen eat at McDonald's. If Bill Clinton eats McDonald's, it means he one of ordinary person who eat ordinary food.

e. Card Stacking

Card stacking is the use of facts or falsehoods in order to give the best or worst possible case to support propagandists' idea (Crouch, 2018). This tactic uses a technique to demonstrate the best features of a product, tell half-truths, and ignore or lie about its potential problems. The most important part of this technique is "selecting arguments or evidence that support a position and ignoring those that do not support the position" (Severin & Tankard, 2001, p. 116). Essentially, card stacking is slanting a product or service.

Saliha (2019) illustrated card staking in Burger King's advertisement. It shows a delicious pack of fries **40% less fat** and show many facts and figures to reach audience successfully without any doubt. In fact, we know fries is never that healthy and 40% less fat (Saliha, 2019).

f. Bandwagon

The Bandwagon appeals audience to join a group of people because everyone is doing it (Delwiche, 2018). This technique attempts to reinforce people's natural desire to be on the winning side whether it is an action, thought or belief(Crouch, 2018).

Saliha (2019) gives an example of bandwagon, “Dove says: **thousands of women** like a dove, **Do you?**”. It means that if thousands of women like the product, it gives an assumption if the product has good quality and another woman should have too.

g. Name-calling

According to Crouch (2018), name-calling is giving an idea of a bad label by using negative or discriminatory words without examining the evidence. This tactic is rarely used in advertising because it is considered dangerous to mention the competitor’s brand, merely it is extremely popular in political advertising (Severin & Tankard, 2001).

Martin (2019) gives example of name-calling in Burger King’s advertisement, “why eat with a **clown**, when you can dine with a **king**? (Martin, 2019)”. The word “clown” refers to the size of Burger which smaller than the size of “King”. It means that buying a bigger burger is a better choice than a smaller one.

Jowett and O’Donnell (2012) state propaganda is too complicated to be grouped into different techniques. Instead, they use broader categories to analyze propaganda.

a. Predispositions of audience

Predispositions of audiences are the use of trust by propagandists to create trust by connecting audiences' predispositions to strengthen the ideology of propaganda in determining the attitudes or behavior of the audience. Changes in audiences' predispositions occur because of many factors such as the source of messages received, the impact of leader opinion, group interaction, the context in which messages are sent and received, and the use of media.

Cain (2016, p.67), explained an example of audiences' predispositions, “a **conservative audience** was targeted for messages about education reform established by a **conservative administration**”. From the sentence it can be explained that the word “conservative” is a predisposition of audiences. It means if conservative policies are more accepted by audiences who have a conservative view than progressive views.

b. Source Credibility

Source credibility is using people who are experts in a certain field as reliable sources, such as expert opinion that it is more effective in creating change because of believing in its credibility than ordinary people's opinions.

Jowett and O'Donnell (2012,p.297) give an example of source credibility, "During the Vietnam conflict, **Viet Cong**, political and military organizations based in South Vietnam and Cambodia during the Vietnam War, moved into the hamlet and establish rapport with local citizenry, taking time to integrate into the

hamlet houses so that with the assistance of villagers to help their activities". Villagers who help them experienced cognitive dissociation in which the conditions of feeling uncomfortable to help them find solutions to justify their attitudes by accepting a Viet Cong view of the world. Since the fact that Vietnam is considered a hero in the Vietnam War which made their view is sounded credible.

c. Opinion Leader

A technique used by people who have credibility in a community, such as a leader, so their opinions are called the opinions of leaders.

An example of opinion leader can be seen in this sentences: “**William** gave a positive comment on No Child left behind act program ” and “ presented himself as opinion leader among the group of America Black Forum (U.S Department of Education Office of the Inspector General, 2005). In that group, stated that William used itself as opinion leader as a way to encourage others to comment positively about no child left behind in the media. William's opinion is believed to be the opinion of the leader because he is a successful African American (Cain, 2016, p.67).

d. Face to face contact

Propaganda occurs based on face-to-face activities by following an event or playing a video. Joweet and O'Donnell (2012) mention an example of face to face contact, “Victoria O'Donnell, lived in Europe during the Cold War and

remembers the American center and libraries as places to meet important American authors, read American books and magazines, drink good bourbon, and eat American food." Library is manipulated and symbolized as place where information were shared.

e. Group Norms

Group norms is where people follow groups even though decisions made are contrary to personal beliefs. Group norm can also be called as the use of "herd instinct" in a crowd. Propagandists manipulate the environment to create crowded conditions to achieve a more homogeneous effect.

Jowett and O'Donnell (2012) notes an example of group norms, "holding large meetings in a hall that is too small to accommodate the crowd to create the impression of great support". In fact, there were not many supporters, but many seemed to be due to the narrow space.

f. Punishment and Reward

Punishment and reward is propaganda in which ideas are channeled through the punishment and awarding. Propaganda of the deed is when a non symbolic act is presented for its symbolic effect on an audience. As an example given by Jowett and O'Donnell (2012, p.301), "When the Taliban came to power in Afghanistan, the woman accused of adultery was stoned to death in front of many people". This punishment is practiced because of the arena of its possible effects on other.

Reward can be illustrated by providing "**foreign aid**" with a greater aim of influencing the recipients rather than economic development of a countries such as symbolic awards. As example, **Fulbright scholars** are often asked to give guest lectures about issues in their own country (Jowett and O'Donnell,p.297)

g. Monopoly of the communication source

Propaganda monopolizes communication sources, such as sources that originate from the same news agency so that the messages produced remain consistent and repetitive. The message is received by the audience without opposition. This is referred to as monopoly.

Weschler (1983) said that in Poland before the victory of Solidarity, people heard the same thing over and over. "After a while," he said, "it worked, and they found themselves thinking. The Solidarity extremists are truly unethical. But what is strange is that this does not in any way affect their hatred of the government "(p. 69). The attitude of the previous Poles indicated that this monopoly was successful.

h. Visual symbol of power

The use of symbols that represent the power of an object. Analysts must look at media messages to examine the visual symbolization of power. Does the visual representation have iconographic denotations of power and everywhere?

Jowett and O'Donnell (2012, p.302) mention an example, "the Art of Soviet socialist realism displays paintings of tireless workers, brave Red Army soldiers, diligent school children, and dedicated Communist Party activists, symbolizing Soviet political ideals". Another example by Wallis (2007, p.58), "Beautiful mountains and mosques in Kazahktan advertisements are used to arouse emotions that look at the beauty of mountains and the majesty of mosques".

i. Language usage

Verbal symbolization can also create a sense of strength. The use of language associated with authority figures such as parents, teachers, heroes, and the use of god word gives authority to what is explained by the language - "motherland," "Mother Church," "Uncle Church," "Uncle Sam," "Honorable Leader . "

Propaganda uses language that tends to deify goals and hate opponents. Symbolization affect audiences according to the association they make with symbols. Everything is "the best there," and "satisfaction guaranteed. "During the Cold War, the Soviets called America "imperialist" but called the Soviet Union "a camp of peace and democracy."

j. Music of propaganda

According to Jowett and O'Donnell (2012, p.284), "music is an effective propaganda technique because it touches emotions easily, suggests associations

and past experiences, invites us to sing together, and embraces ideology in lyrics” Wallis (2007, p.57) elaborates that if “Kazakhstan advertising uses relaxed music, eastern traditional rhythms”. The use of traditional eastern rhythms gives an insight into those who believe that visiting the Kazakh will be a calming but unique experience.

k. Arousal of emotions

Propaganda is also related to language and emotional. Wallis (2017, p.57) states an example of arousal of emotions based on Kazakhstan advertising, “the commercial’s images of mountains, scenery, and country side along with the soft, traditional eastern beat evoked emotions of satisfaction, desire and intrigue”. From the sentence, it shows an emotion which cause feeling of aspiration and ambition to visit Kazakhstan.

C. Semiotic

1. *Definition of Semiotic*

Semiotic originates from the ancient Greek word “semeion”, which mean signs. In a book entitled Hand of Semiotics, Noth (1995), as cited in Chandler (2002), mentions that etymologically semiotic means as “signs” and “signals”. In semiotic, signs have the meaning which means to points to something else. The term signal refers to the use of signs in semiotic. Moreover, semiotic can also learn about object, event or culture as a sign. Therefore, semiotic is a way of

analyzing meanings by looking at the signs; words, pictures, symbols which communicate meaning.

2. *Semiotic Theory*

The two most dominant people in the sign. The first is a linguist expert, Ferdinand de Saussure. Second is a philosopher, Charles Sanders Pierce. Semiotic developed widely after de Saussure placed semiotics in the pragmatic realm. The semiotic method itself has succeeded in influencing the social sciences and in the fields of literature and culture, semiotics has become a tool in criticism and symbolic representation. For Saussure, linguistics should be part of the general science of marking and later known as semiology, while Pierce said that semiotics and terms have become the dominant terms for use in sign science.

a. Ferdinand de Saussure

Ferdinand de Saussure is well-known as the father of modern linguistics and the founding of structural linguistics in Europe. His major work, not in his detail explanation in linguistics, but in his general view of representation and the way his model of language shaped the semiotic approach to the problem of representation in a wide variety of cultural fields.

In his book entitled *A Course in General Linguistics* whose first published in 1915 and the book offers possibilities in analyzing semiotics. There are three fundamental elements of the structural semiotic approach; 1) signifier and signified; 2) language and parole; 3) synchronic and diachronic.

1) Signifier and signified

According to Chandler (2002), Saussure divides the sign into two parts, namely signifier (sound image or marker) and signified (concept or signified), the division will be very helpful in understanding the differences between the two. He also added that the relationship between signifier and signified is arbitrary that is arbitrary or can be interpreted without any restrictions.

2) Langue and parole

Langue has many definitions. He can be considered as langue in a pure social object, can also be regarded as an autonomous social institution and is not dependent on the material markings. So it can simply be said that langue is a langue in its form as a system. Meanwhile, the parole is an individual part. First, he can be a combination that allows the speaker to be able to use language codes to express his thoughts. Second, it can be seen as a psycho-physical mechanism that allows speakers to display this combination.

If combined, then we can find that parole composed of identical and repetitive signs, because of its repetitive nature each sign can be a langue. A simple understanding of parole is the actual use of langue as the actions of individuals.

3) Synchronic and diachronic

According to Saussure, synchronic is concerned with the logical and physiological relations that bind together coexisting terms and form a system in the collective mind of the speaker. On the contrary, diachronic study relations that

bind together successive terms not perceived by the collective mind but substituted for each other without forming a system.

b. Charles Sander Pierce

Charles Sander Pierce is the founder of the philosophical and expert in the logical belief that humans think in signs, and then he creates semiotics. Pierce analogs his semiotics with logic which is called *semiosis*. Pierce, as cited in Noth (1995), as cited in Chandler (2002), mentions that “semiosis is a triple connection of sign signified, cognition produced in the mind”. Pierce also said that “nothing is a sign unless it is interpreted as a sign”. The word “sign” The word sign does mean sign, but what Peirce means is the representamen and studies in this semiosis is that semiotics is not just a sign, because as long as anything (linguistic, visual, space, behavior) qualifies as a sign, it can be interpreted as a sign.

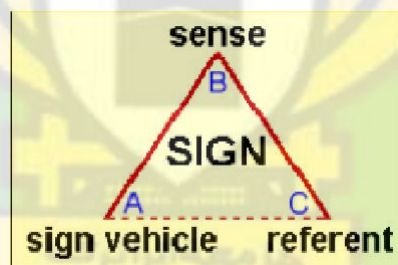


Figure 2.1 Triadic Semiosis Concept of Peirce

According to Chandler (2002, p.25), sign vehicle stands for the form of the sign, sense stands for the sense made of the sign and referent stands for the object. Chandler (2002) mentions the term which used by Peirce is only three, namely symbols, reference thoughts and references. The dotted line at the bottom of Peirce's triadic triangle indicates that there is no direct relationship between the use of signs and references. Unlike Saussure's model, it was abstractly marked.

Peirce's model seeks to provide a more objective place for signs. And it answers the question of an object because we have given a prior meaning to these objects.

Fisch (1978), as cited in Chandler (2002), that Peirce defines this triadic as the action of a sign, the process by which a sign has a cognitive effect on the interpreter of the sign and this is known as semiosis. Strictly speaking, Peirce states that semiosis is not a sign, because a sign is an object of semiotics.

Chandler (2002, p.33) writes that Peirce's representamen interpreted as a signifier in the Saussure sign model. Then it can be said that both signifier and representamen are signs that appear and can be interpreted freely.

D. Advertisement

1. Definition of Advertisement

Advertise, which is derived from the Latin word “advertere”, means to turn toward or to take note of. Certainly, the visual and the verbal commercial message that are part of advertising are intended to attract attention and produce some responses by the viewer (Schement, 2002). Advertising is impersonal communication about the importance of a product, service or idea through various media. It is usually persuaded by nature and paid by identified sponsors (Bovee, 1992).

Advertising is form of communication used to help selling products and services through impersonal media (Cook, 2001). It communicates a message including the name of the products or services and how they could potentially benefit the consumer. However, advertising attempts to persuade consumer to

purchase or to use more of particular brand of products or services. The whole essence of advertising is to make customers to be loyal to the products advertised.

2. Main Types of Advertising

According to Sandage (as cited in Frolova, 2014, p.6-7), advertising is classified into seven types. They are brand advertising, commerce and retail advertising, political advertising, advertising with feedback, corporate advertising, business advertising, and public or social advertising.

- a. *Brand advertising* is a visual and textual advertising to achieve a higher level of consumer recognition of specific brands.
- b. *Commerce and retail advertising* are types of advertising which focus on specific production organization or product sales. It can be a service company or a shop. The purpose of commerce and retail advertising is to encourage potential buyers by informing them about the provision of certain goods or services.
- c. *Political advertising* is an advertisement whose goal is to form a positive image of the politician.
- d. *Advertising with a feedback* is an exchange of information with customers through direct email to specific recipients who has great interest for advertisers as a possible buyer.
- e. *Corporate advertising* is an advertising which use public opinion to support the point of view of the advertiser.

f. *Business advertising* is a professionally-oriented advertising for distribution among groups formed by their belonging to a particular occupation.

g. *Public or social advertising* is an audience-oriented advertisement. It is based on certain theme through people social status such as single mothers, childless couple, teenagers, etc.

Based on types of advertising explained by Sandage (as cited in Frolova, 2014, p.6-7), Traveloka is classified into type of commerce and retail advertising which means as advertisement which serves their service of ticket booking to customer.

3. Function of Advertising

According to Kotler (2002, p.33), advertising has four main functions. The first is *economical function*; the nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs and creates the need for a product or service, and encourages people to purchase. The more people have responded to the advertisement, the better it is for the economy and the economical well being of society. Second is *social function* in which advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, beside the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations causes

consumer instincts, encouraging people to improve their financial state improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best. Third is *marketing function*. Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services. The last is *Communicating function*. Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer by the means of information channels.

E. Traveloka

Traveloka is an Indonesian company that provides ticketing booking services such as airline ticketing, hotel booking services, train ticketing, bus and shuttle ticketing online expanding rapidly into South East Asia and Australia. The services are recently expanded to provide lifestyle products and services, such as attraction tickets, activities, car rental, and restaurant vouchers

Traveloka was established in 2012 by information technology practitioners who returned from the United States to Indonesia, Derianto Kusuma, Ferry Unardi and Albert Zhang. They were joined in 2013 by the initiator of KawalPemilu.org, Ainun Najib. The idea of creating Traveloka came when one of the founders Ferry Unardi often had difficulty in plane reservations, especially when he wanted to return to his hometown of Padang, Indonesia, from the United States. The goals of Traveloka change from a search engine to compare the price of airline tickets

from various other sites into a ticket reservation website from its own website, hotel room reservations business and hotel booking services.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides the overview of research methodology. The overview covers the research method, material of analysis, and data analysis procedure.

A. Research Method

This study was conducted by using descriptive qualitative research method. As explained by Berg (2007), qualitative research is an in-depth description of a data such as words, pictures and objects. Mackey and Gass (2005) notes that the term qualitative research can be referred to the research which is based on descriptive data that does not regularly utilize the statistical procedures. In accordance with the characteristics of qualitative research, the data taken in this type of study shows a repeating pattern. This study used visual media (YouTube) from ticket booking service advertising of Traveloka as a data video source. The goal of qualitative research is to explain and to describe (Dorsey, 2007).

B. Material of Analysis

This study used videos of the Traveloka's advertising from Traveloka YouTube Channel as its main material of analysis. Those videos ran from the beginning of 2015 to the end of 2019. I took various videos with different themes of advertisement. This study focuses on video with a duration length of a minute. The total videos which were analyzed were 5 videos. Furthermore, I

gathered those videos from Traveloka official YouTube channel and analyzed them using propaganda techniques by Filence (1937; Kadir & Sauffiyan, 2014) and point 7 of Jowett and O'Donnell (2012).

C. Data Analysis Procedure

There are several steps taken in analyzing Traveloka video. First, the data sources for this study were collected by downloading various videos of Traveloka advertising from YouTube; the videos were from year of 2015 to 2019. The duration of each selected video was one minute. Then, to determine what propaganda technique that were used in Traveloka advertising, this study used propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) and point 7 of Jowett and O'Donnell's 10-points framework (2012). As mentioned in chapter II, each point of Jowett and O'Donnell's 10-points framework has specific questions assisting analysts to investigate the propaganda technique, therefore, this study used the questions of point 7 as a guide for the analysis. The followings are the questions of point 7 of Jowett and O'Donnell's 10-points framework (2012, p.279).

- a. Does the message support preexisting views or beliefs of the targeted audience?
- b. How is the source's image perceived by society?
- c. What visual and verbal symbols are used in the campaign?
- d. What emotions does the campaign want to evoke from the audience?

Those questions were used to help the process of analyzing Traveloka videos. Then, the data were analyzed by categorizing those videos through open coding. Furthermore, this study grouped the data based on the theory of both propaganda techniques. After that, the data were tabulated into observation table. In this stage, the data began to analyse by labeling each technique with particular codes. Propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) labelled with (A1, A2, A3, A4, A5, A6, A7) which stand for name-calling, glittering generality, transfers, plain folks, testimonial, bandwagon, and card stacking. Afterward, propaganda techniques by Jowett and O'Donnell (2012) labelled with codes (B1, B2, B3, B4, B5, B6, B7, B8, B9, 10, and B11) which stand for predispositions of audience, source credibility, opinion leader, face to face contact, group norms, punishment and rewards, monopoly of the communication source, visual symbol of power, language usage, music, and arousal of emotions. Finally, the data were presented in descriptive-qualitative narration by describing the analysis of propaganda techniques by Filene (1937; Kadir & Sauffiyan, 2014) along with the analysis of point 7 of Jowett and O'Donnell 10-points framework (2012).

CHAPTER 4

FINDINGS AND DISCUSSION

This chapter presents the finding of this research along with its discussion. This chapter explains about techniques of propaganda used by Traveloka which were analyzed by using seven propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) and propaganda techniques proposed by Jowett and O'Donnell (2012). Especially, for the point 7 of 10-points' framework analysis of propaganda technique proposed by Jowett and O'Donnell. Each finding is elaborated descriptively.

A. Research Findings

The data analyzed in this study were five videos of Traveloka derived from YouTube. The videos are from the year of 2015 to 2019 whose duration is a minute length. Having analyzed the data, this study found that both of propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) and proposed by Jowett and O'Donnell (2012) exist in Traveloka videos. This study analyzes both of the techniques by labeling each technique with particular codes. Propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) labelled with (**A1, A2, A3, A4, A5, A6, A7**) which stand for name-calling, glittering generality, transfers, plain folks, testimonial, bandwagon, and card stacking. Afterward, propaganda techniques by Jowett and O'Donnell (2012) labelled with codes (**B1, B2, B3, B4, B5, B6, B7, B8, B9, 10, and B11**) which stand for predispositions of

audience, source credibility, opinion leader, face to face contact, group norms, punishment rewards, monopoly of the communication source, visual symbol of power, language usage, music, and arousal of emotions. The findings were presented and discussed thoroughly in the following section.

Tabel 4.1

Propaganda Techniques found in Traveloka videos

Video	Propaganda Techniques proposed by Feline (1937)							Propaganda Techniques proposed by Jowett and O'Donnell (2012)										
	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	B11
2015	-	✓	-	-	✓	-	✓	-	-	-	-	-	-	-	✓	-	-	✓
2016	-	✓	-	-	✓	-	✓	-	-	-	-	-	-	-	✓	-	✓	✓
2017	-	✓	-	-	✓	-	✓	-	-	-	-	-	-	-	✓	-	✓	✓
2018	-	✓	-	-	✓	-	✓	-	-	-	-	-	-	-	✓	-	-	✓
2019	-	✓	-	-	✓	-	✓	-	-	-	-	-	-	-	✓	-	-	✓
Total	0	5	0	0	5	0	5	0	0	0	0	0	0	0	5	0	2	5

From the table above, it can be seen that all of Traveloka videos use the propaganda techniques proposed by Feline (1937) along with propaganda techniques proposed by Jowett and O'Donnell (2012). This study did not find all of the propaganda techniques in Traveloka videos. Therefore, there were only several techniques which were found in the videos. This study found three techniques including “glittering generality”, “plain folks”, and “card staking” from propaganda techniques proposed by Feline (1937) and also found three propaganda techniques proposed by Jowett and O'Donnell (2012) including “visual symbol of power”, “music of propaganda” and “arousal of emotion”. The

finding of those techniques in Traveloka videos are explained in the following section.

B. Discussion

In this section, this study explains propaganda techniques which were founded in Traveloka videos. The data are taken from Traveloka video year of 2015 to 2019. This study uses seven propaganda techniques proposed by Filene (1937; Kadir & Sauffiyan, 2014) and eleven principles of propaganda analysis by Jowett and O'Donnell (2012). However, in this study, this study only found three techniques proposed by Filene (1937) and three techniques proposed by Jowett and O'Donnell (2012). The following section explains each technique used by Traveloka in all of videos together with examples from the videos based on Filene (1937).

a. Glittering Generality

The first propaganda technique used by Traveloka is glittering generality. As mentioned by Jowett and O'Donnell (2006), *glittering generality (A2)* is an act of referring to words or ideas that evoke a positive emotional response from audiences. Virtue words are often used in this technique. This study found that all of the Traveloka used this technique since it is appealing to all people.

From the transcript of Traveloka's video 2015, there is *glittering generality (A2)* techniques used by Traveloka. The technique can be in this sentence, "Traveloka application *reunites* togetherness". The word "reunites"

means that traveloka can unite people that have been separated. The audience will use Traveloka to make their dreams of reuniting family together especially in Ramadan moment.

In addition, there is also another sentence that use *glittering generality (A2)* technique in Traveloka's video 2015, which is "*with Traveloka, booking hotel room becomes easier*". The words "*easier*" is a virtue word which is linked to Traveloka since Traveloka makes the process of booking hotel that were previously difficult to be a lot easier if it was done by using the app.

In the next video which is Traveloka's video in 2016, the word "**magic**", "**special**", "**so easy**" were found in the song lyric; "*the magic that you do*", "*so special*", and "*you make my life, my time, so easy*" in this Traveloka's video. Those words contains *glittering generalities (A2)* techniques which are used to make the target audiences believe that Traveloka is an app that has a magic way of giving its service. It is also special for the user, and the word "so easy" illustrated that everyone can use Traveloka because it is not difficult to operate.

Another *glittering generality (A2)* technique that is used in Traveloka's video 2016 is "*Traveloka is always reliable and has many benefits*". This sentence contains a virtue word of Taveloka, that is "*reliable*", which mean that Traveloka can be an app that people can rely on because it gives dependable service to the audience. This sentence continues with the phrase "*many benefits*" which make the previous virtue word become stronger. So that it may evoke the costumers to believe in Traveloka because it is worth to use.

The next one is the example taken from Traveloka's video 2017, which is "*Traveloka is **always together** with you in every togetherness*". The words "always together" are words that make traveloka become an application that is very close to its users. This affects people's views that Traveloka is very appropriate to be used as an option in booking tickets in any condition.

From the Traveloka's video 2018 entitled "**scroll inspirasi**", it can be found the technique of glittering generalities in words "*need inspiration, just scroll Traveloka*". This gives the impression that the Traveloka app can be a source of inspiration for people who don't know where to go and what to do on weekends. "*from monotonous to become want to have fun*" has an impact on the audience that Traveloka can change the way people spend their weekend that are monotonous to be more fun.

The next one is the example taken from Traveloka's video 2019. "*Traveloka **helps** with the pay at hotel feature*", the word "helps" has a positive effect on the audience that Traveloka is a helper when people in problems such as not being able to pay the bill on time or when users book a hotel due to constraints. This is a technique of glittering generalities.

b. Plain folks

Plain folks is the second propaganda technique which is used by Traveloka in all of its five videos from 2015 to 2019. Plain folks is the use of average or normal looking people to convince the audience by communicating in the

common manner and style of audience (Jowett and O'Donnell, 2006). Traveloka uses ordinary people to make its services more acceptable and understandable to the audiences.



Figure 4.2 Plain Folks 2015

In Traveloka's video 2015, Traveloka uses *plain folks (A5)* which shows a family who have been separated with his parent and did not celebrate Ramadan together since he was a kid. Then, they were met again by booking a hotel through Traveloka. This family illustrated the average family condition in Ramadan. Traveloka try to persuade people that they can meet again easily using Traveloka app.

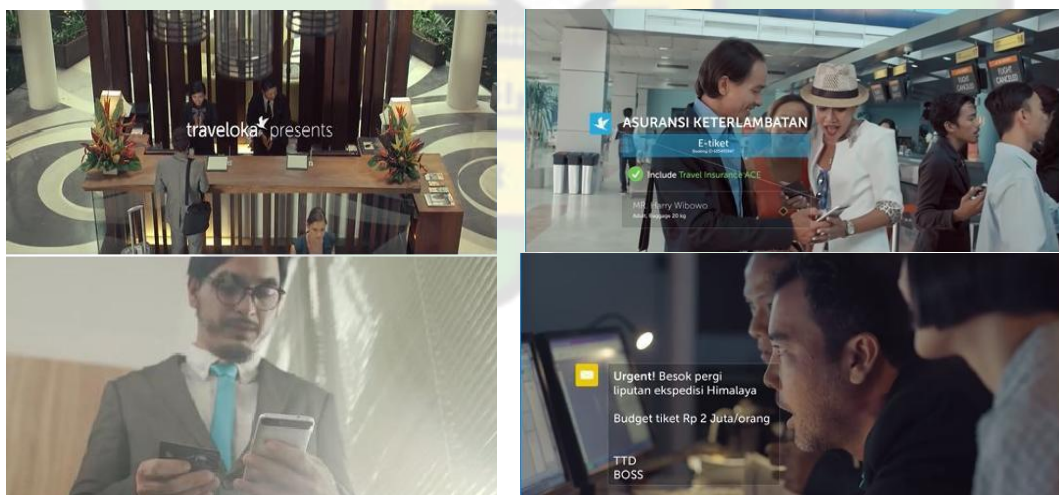


Figure 4.2 Plain Folks 2016

In Traveloka's video of 2016, the *plain folks (A5)* is used by showing how the workers are facing their problem such book hotel room on the same day with client, flight delay, do online transaction, and book airplane ticket. Traveloka try to persuade if this condition occurs to the audiences, they may be likely to have the same as mentioned in the video.

In Traveloka's video 2017, *plain folks (A5)* is used by showing how a family do a flashback to their journey of life in different places. Traveloka try to persuade if this condition occurs to the audiences who also live in different places since they was kids, they may be likely to use the same as mentioned in the video using Traveloka application.

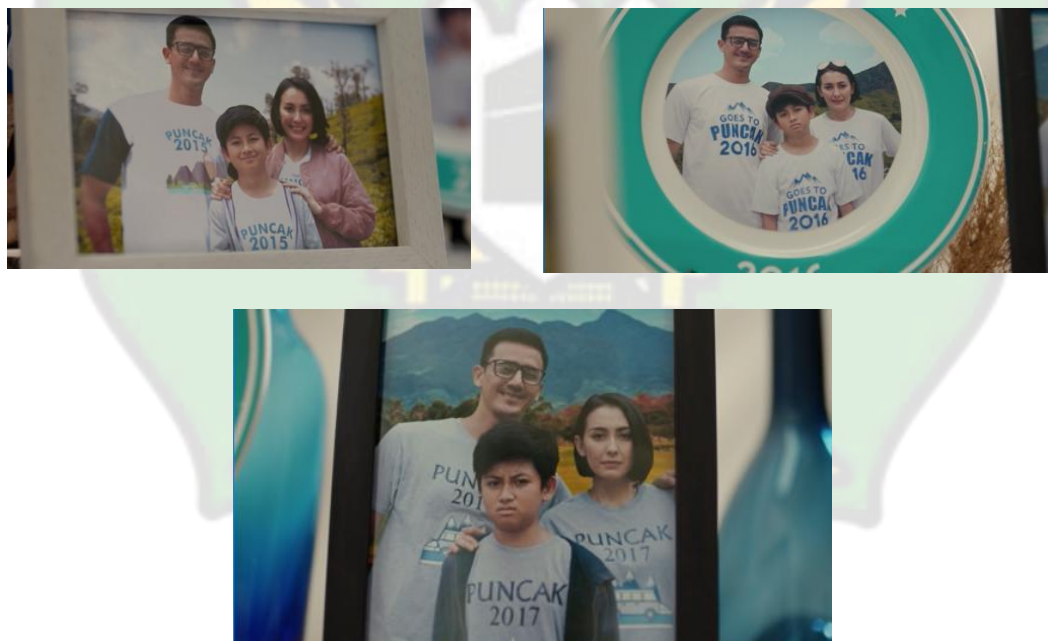


Figure 4.3 Plain Folks 2018

In Traveloka's video 2018, Traveloka uses the *plain folks (A5)*, which is a picture of a family that spends a vacation to the same place many times as seen in a vacation photo at the top three times. This technique is depicted by a

monotonous father who are living in a monotonous lifestyle who keep saying "what are you doing? (lagi apa?)". Traveloka changes the habits of people whose lives are monotonous to be more colorful.



Figure 4.4 Plain Folks 2019

Traveloka also uses this technique in its another video. Traveloka also uses *plain folks (A5)* in Traveloka's video 2019. This video is addressed to Indonesian who face floods and need to move to somewhere safe. Hotel becomes a place to go when the floods happen at night. People who face this condition is likely to do the same if it happens at night.

c. Card staking

Traveloka uses card staking technique in all of the videos visually. This study found this technique in the videos based on an analysis of visual aspect of the videos. Card staking is a strategy of showing the products' or ideas' best features, telling half-truths, or omitting about its potential problem (Jowett and O'Donnell, 2006). When using this technique, Traveloka is trying to create a positive insight of its services to the audience.

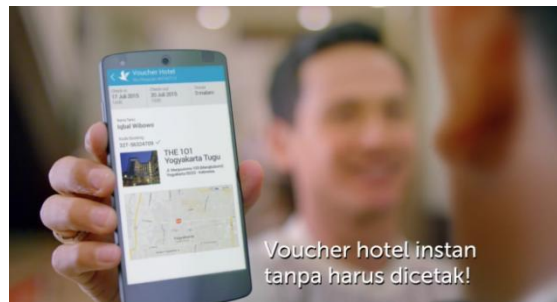


Figure 4.3 Card stacking 2015

In Traveloka's video 2015, *card staking (A7)* is shown positive sides by giving evidence in pictures to make audience believe in it. The screenshot of the video above shows an evidence of the easiness of using voucher hotel where the user can just show the voucher from your smart-phone without printing it. It is also supported by the sentence containing card staking "*showing the hotel voucher instantly without having to be printed*". This makes Traveloka has positive value to its consumer's perception that Traveloka is easy, simple, instant and less time consuming to use.

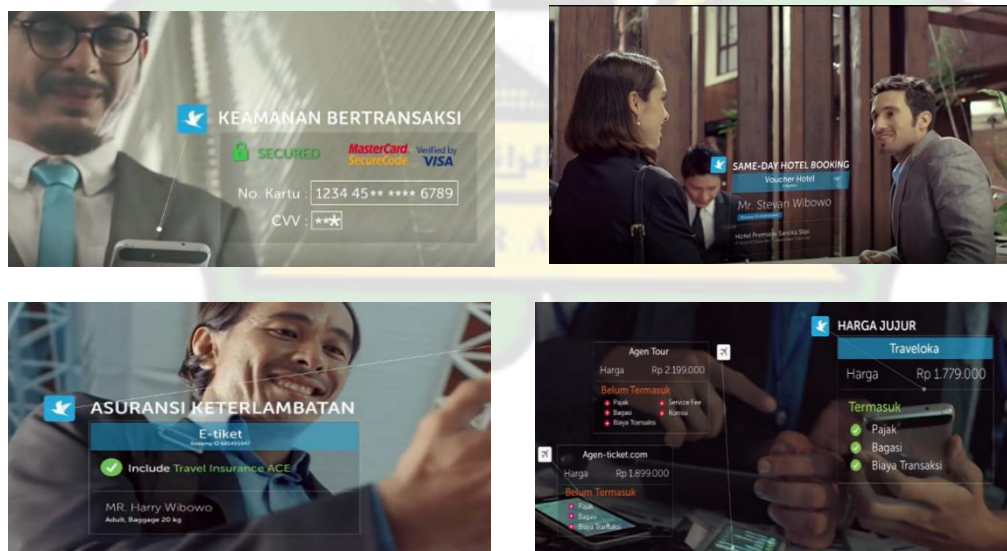


Figure 4.6 Card stacking 2016

In Traveloka's video 2016, based on visual aspects, *card staking* *technique (A7)* is shown by mentioning four best features of Traveloka services above such as features of “*same day booking*” for people who met accidentally and wanted to book hotel together in the same day easily, an insurance of delay flight for passenger, a guaranteed security of online transaction, and affordable price of airline ticket.

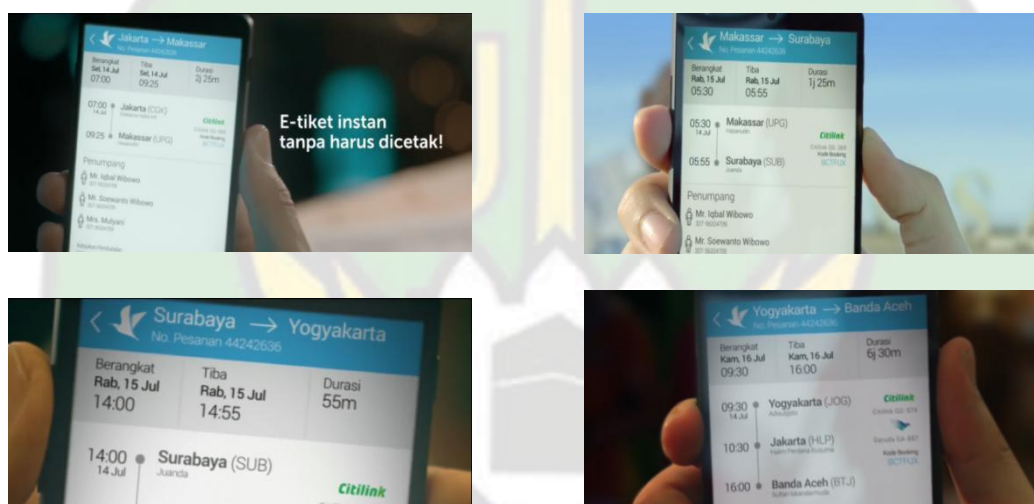


Figure 4.7 Card stacking 2017

In Traveloka's video 2017, *card staking technique (A7)* is shown by four pictures from the process of booking Traveloka e-ticket through smart-phone make the audience believe that Traveloka can be used with e-tickets that can be used through everyone's cellphones. This technique provides evidences of Traveloka in making it easier for users to travel by providing e-ticket services that can save time and facilitate the process of traveling from one place to another. This can be seen in the video that it is very easy to book tickets to four places at once by just using the Traveloka application.

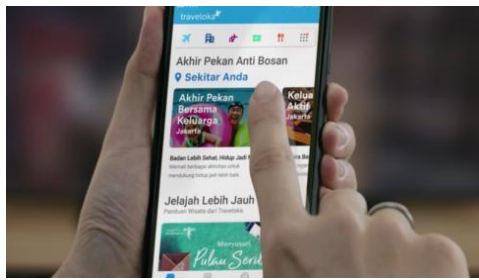


Figure 4.8 Card stacking 2018



In Traveloka's video 2018, *card staking* (A7) is a technique used by showing that by scrolling through the Traveloka application the audience will find a variety of fun places. The word "*anti-boring weekend*" illustrates that Traveloka provides many choices that will not cause its users to feel bored in trying new places and varied atmosphere.

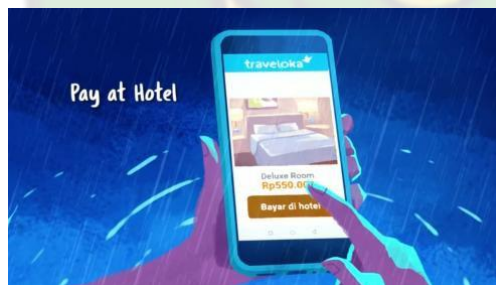


Figure 4.9 Card stacking 2019

In Traveloka's video 2019, this study found *card staking* (A7) is used by showing the "pay at hotel" as best feature. The feature help the audiences in difficult condition such as ATM limit runs out, m-banking offline, and hotel rooms are full booked. People in this situation will not feel frustrated because of Traveloka allows the audience to book a hotel and then pay directly at the hotel.

Furthermore, apart from the propaganda techniques used from Filene (1937) above, the section below explains each techniques used by Traveloka in all

of videos together with examples from the videos based on Jowett and O'Donnell (2012) propaganda techniques analysis.

a. Visual symbol of power

Visual symbol of power technique is one of propaganda techniques proposed by Jowett and O'Donnell (2012) used in Traveloka videos. According to Jowett and O'Donnell (2012), visual symbol is represented through images such as a complex of buildings, an office, a scenery, or a logo by propagandist which have an icon-graphic denotation of power.



Figure 4.10 Visual symbol of power 2015

In Traveloka's video 2015, Traveloka used *visual symbol of power (B8)*, which is a technique to attract the viewer by showing strong Eid vibes that can be noticed in the beginning of advertisement video. The propaganda visual symbols which are used in this video that represent the moment of Eid are the Muslim dress, and the woman wearing headscarf.





Figure 4.11 Visual symbol of power 2016

In Traveloka's video 2016, visual symbol of power technique is represented in four places. The first place is a receptionist illustrates as hotel. The second is airport represent to the passenger on flight delay. The third is a meeting room and a leader represent as powerful person trust Traveloka to do an online transaction. The last are a working room of journalist, camera and microphone represent as reporters.



Figure 4.4 Visual symbol of power 2017

Furthermore, from Traveloka's video 2017, the four images in the video contain *visual symbol of power (B)*. The first picture taking is in front of Losari Beach as iconic place in Makassar illustrates that e-ticket booking to Makassar are represented by shooting a scene of father and mother is represented as a newly married couple at the beach. Then, Surabaya is represented by the Darmo hospital

and associated with a baby in stroller which means the place of giving birth. Third, the atmosphere of "*Lesehan*" which has become the characteristic of the hospitality of Yogyakarta is illustrated by showing people daily activities interaction as his grown up place. The last one is Aceh, Baiturrahman Grand Mosque represents the city of Aceh that become his final destination in the video where his future wife lives in. It can be concluded that with the Traveloka application, a trip from one city to another is very possible to do.



Figure 4.13 Visual symbol of power 2018

In Traveloka's video 2018, the *visual symbol of power (B8)* used in this advertisement can be seen from the monotonous habit of someone who always travels to same place. Then with the Traveloka application a child's dream of wanting to travel to a different place is depicted which is sand castle which means the atmosphere of the beach, heavy rain water means the atmosphere of the water-park and a jump on a mattress means trampoline. All of that shows a different

place so it is no longer monotonous. By looking for inspiration by scrolling through the Traveloka application, those places can be visited.

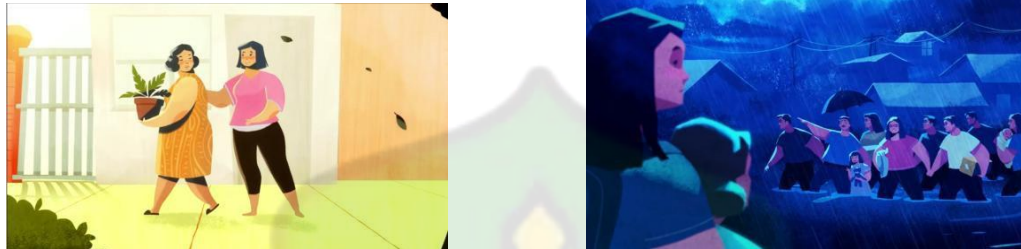


Figure 4.14 Visual symbol of power 2019

In Traveloka's video 2019, the *visual symbol of power (B8)* can be seen by the flood disaster. Even though the flood in the scene is illustrated only with cartoon visual effect, it has the power to symbolize the real flood. The flood in the video is described dramatically by showing high water during it and the big sound of thunder. The mother in the video is portrayed as someone who feels she is still strong that can be seen in the rejection offered by the child but in fact she is fragile because she have to use wheelchair in doing her activities. It is this atmosphere that gives the description that Traveloka helps with "pay at hotel" with all the difficulties that are being faced.

b. Music of propanganda

Music is another propaganda technique that is used by Traveloka in its video. Jowett and O'Donnell (2012) mention that music is effective because of combining sound and language which is repeated until it become familiar to the audiences. Music can be very powerful in term of relaying messages because

music has the power to ignite memories of the message related to it (Dibben, 2003).

In Traveloka's video 2016, *music of propaganda (B10)* that is used in this video is a special song which an original song produced for this advertisement by Traveloka. The use of special music gives a special touch and emotion which make the audience remember Traveloka when this song is played, especially to this advertisement video. The uses of joyful music in this video gives people the insight that using Traveloka would give an enjoy feeling when audiences have a problem in booking hotels, delaying flight, afraid of online transaction security, and wanting to get a ticket with affordable price.

In Traveloka's video 2017, *music of propaganda (B10)* is indicated with a song called "Flashback (Napak Tilas)" in accordance with the title of the video advertisement. The song specifically created to support the atmosphere of the story displayed in the advertisement that makes the audience feel an unforgettable journey. This song was particularly created by Traveloka to support its advertisement video. People who hear this song will subconsciously be influenced to participate in remembering the memory of their lives too.

c. Arousal of emotion

The use of *arousal of emotion* is the last technique used by Traveloka. In disseminating its message, Traveloka uses a strong emotional appeals in its propaganda (Jowett and O'Donnell, 2006). O'Shaughnessy (as cited in Christian

,1998) said that emotion also can activate audiences' behaviors and influence their choices

In Traveloka's video 2015, the video also uses *arousal of emotions (B11)*, which is a technique to arouse the viewers' emotions. It is shown in the video that the son said "*both of my parents were divorced when I was a kid*", which means that his parents were divorced so they could not ever celebrating Eid together. Traveloka uses this moment to trigger viewers' emphatic emotion.

In Traveloka's video 2016, the song that played in advertisements from the beginning to the end is to evoke the viewer emotion to be calm in facing the difficulties in booking hotel, getting insurance from flight delay, doing an online transaction, and booking airplane ticket because Traveloka gives its way to solve those problems. It shows that Traveloka attempts to arouse emotion which causes the feeling of unstressed, happy and enjoyable to the audiences

In Traveloka's video 2017, *arousal of emotion (B11)* is also used. The use of songs and a suitable atmosphere makes this advertisement easily accepted by the audience because it can enhance views on Traveloka which makes it easy to book tickets in the same application. This is shown from the success of making the journey of the past into a fun thing to do together.

In video 2018, *arousal of emotion* technique is also used. "*monotonous*" is an activity that is not liked by most of people. In this video this child looks unhappy with the monotony of tourist attractions they have visited. The audience

was carried to feel a sense of displeasure from the monotony shown in the video. Then after the use Traveloka app, they become happy because they can visit more varied places.

In Traveloka's video 2019, *arousal of emotion* technique is shown with the use of the words "*first time*" and "*very beneficial*" in the video. Those words provide a description of emotions that it is greatly affect a person in which Traveloka is claimed as the only one helper who gives a very meaningful impression to her. This gives an illustration that Taveloka is very meritorious for her especially with "pay at hotel" features.

Therefore, the findings of this research indicated that Traveloka used six techniques of propaganda in its advertising videos to advertise its services in five videos from 2015 to 2019, which are glittering generality, plain folks, card staking, visual symbol of power, music of propaganda and arousal of emotions.

1) Traveloka's video 2015



Figure 4.15 Traveloka's video 2015

Video entitled "**Traveloka's ramadan edition- My mom, my dad and 60** (*Traveloka edisi ramadhan- My Mom, My Dad and 60*)". From the video, this

study found five propaganda techniques used by Traveloka to persuade the audiences. Three techniques of propaganda proposed by Filene (1937) are founded in the video, they are *glittering generality* (A2), *plain folks* (A5), and *card staking* (A7). Then, propaganda techniques proposed by Jowett and O'Donnell also found in the video that is visual symbol of power and arousal of emotion.

2) Traveloka's video 2016

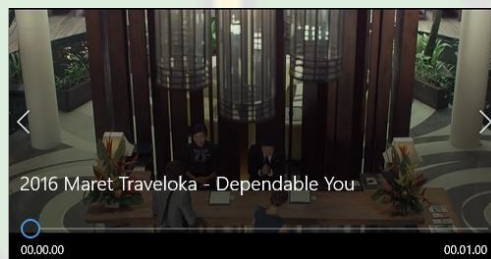


Figure 4.16 Traveloka's video 2016

Dependable You is the title of video 2016. In this video, this study found three propaganda techniques by Filene (1937) that is *glittering generality* (A2), *plain folks* (A5), and *card staking* (A7). This study also found two propaganda techniques by Jowett and O'Donnell (2012) that is *music of propaganda* (B10). Therefore, in this video Traveloka uses five propaganda techniques in total.

3) Traveloka's video 2017



Figure 4.17 Traveloka's video 2017

Traveloka's video 2017 was a Ramadan video edition. The title is **"Traveloka Ramadan edition- Flashback (*Traveloka edisi Ramadan – Napak Tilas*)"**. There are five propaganda techniques that can be found in this video. *Glittering generality (A2)*, and *card staking (A7)* are the propaganda techniques by Filene (1937) that were founded by researcher. Researcher also found *visual symbol of power (B8)*, *music of propaganda (B10)* and *arousal of emotion (B11)* which are the propaganda techniques proposed by Jowett and O'Donnell (2012) in this video.

4) Traveloka's video 2018



Figure 4.18 Traveloka's video 2018

Traveloka's video 2018 entitled **"Scrolling Inspiration in Traveloka's application from monotonous becomes having fun! (*Scroll Inspirasi di Traveloka App Dari Monoton Jadi Mau Seru-seruan*)!"**. This study found five propaganda techniques in this video. Propaganda techniques proposed by Filene (1937) are *glittering generality (A2)*, *plain folks (A5)*, and *card staking (A7)*. Next, two propaganda techniques proposed by Jowett and O'Donnell (2012) are *visual symbol of power (B8)* and *arousal of emotion (B11)*.

5) Traveloka's video 2019



Figure 4.19 Traveloka's video 2019

Video of 2019 is entitled “**Real story #uncapturedmomentbycamera** (*Cerita nyata #yangtidaktertangkapkamera*)”. In this video, researcher found that three propaganda techniques proposed by Filene (1937) that is *glittering generality* (A2), *plain folks* (A5), and *card staking* (A7). Two propaganda techniques proposed by Jowett and O'Donnell (2012) also found that is *visual symbol of power*(B8) and *arousal of emotion* (B11).

In contrast, previous study that was conducted by Wallis (2007) found that Kazakhstan advertising campaign used six techniques of propaganda included visual symbols of power, music and arousal of emotions along with Filene (1937) that was *glittering generality*, *plain folks*, and *card stacking*. The study found that the country of Kazakhstan got benefit as the result of the campaign. Although the advertising campaign could not be determined whether it effective in persuading the target due to the failure of the campaign to quantify the goals, it successfully increased viewers awareness and knowledge about Kazakhstan positively.

CHAPTER 5

CONCLUSION AND SUGGESTION

In this chapter this study presents the conclusion and the suggestion regarding to this study in two sections. The first section presents conclusion about the research findings. The second section presents suggestions to the readers.

A. Conclusion

The study was conducted to identify the propaganda techniques utilized in five Traveloka videos from the year of 2015 to 2019 with duration length of a minute. Propaganda techniques are derived from propaganda techniques proposed by Filene and propaganda techniques proposed by Jowett and O'Donnell. Based on the analysis referring to both techniques, it was found that there are six propaganda techniques used by Traveloka in its video to promote its advertisement to the audiences. From the analysis, this study found that glittering generalities, plain folks, and card staking are the most used technique which are used by Traveloka in all of the videos. Moreover, visual symbols of power, music or propaganda, and arousal of emotions are also used in five Traveloka's videos.

Therefore, it can be concluded that both of propaganda techniques proposed by Filene (1937) and Jowett and O'Donnell (2012) can be found in Traveloka videos. From all of propaganda techniques, card staking, plain folks, and music are the more effective propaganda which used in advertising. Those

techniques make the advertisement becomes more realistic, memorable and easily accepted by viewers. Moreover, the use of propaganda technique is one of reasons for the success of Traveloka in attracting the audiences to use its services. It also helps Traveloka to create positive images about its services. It can be seen in Traveloka Youtube Channel, it is subscribed by 588.000 viewers comparing to Tiket.com that has 449.000 subscribers

B. Suggestions

Regarding the propaganda techniques of Traveloka videos, this study offers some recommendation for the future researcher. First, the future researcher may use various medium of advertising such as poster, brochure, billboard, and banner to get broaden finding of analysis. Secondly, as this study utilize two different propaganda techniques, it is highly recommended to the future researchers to choose only one propaganda technique so that the finding will be more focused. It is also recommended to utilize the latest propaganda technique in future research.

This study suggests that lecturers who teach discourse analysis should introduce the latest propaganda techniques to make the students gain their understanding in propaganda widely especially for English Department Students of UIN Ar-Raniry. By learning and knowing about propaganda, students can be more selective in judging whether an advertisement is promoted positively or negatively

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SURAT KEPUTUSAN DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY
Nomor : B-15078/UN.08/FTK/KP.07.6/10/2019

TENTANG
PENGANGKATAN PEMBIMBING SKRIPSI MAHASISWA FAKULTAS TARBIYAH DAN KEGURUAN
UIN AR-RANIRY

DEKAN FAKULTAS TARBIYAH DAN KEGURUAN UIN AR-RANIRY

- Menimbang : a. bahwa untuk kelancaran bimbingan skripsi dan ujian munaqasyah mahasiswa pada Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Banda Aceh, maka dipandang perlu menunjuk pembimbing skripsi tersebut yang dituangkan dalam Surat Keputusan Dekan;
- b. bahwa saudara yang tersebut namanya dalam surat keputusan ini dipandang cakap dan memenuhi syarat untuk diangkat sebagai pembimbing skripsi.
- Mengingat : 1. Undang-undang Nomor 20 Tahun 2003, tentang Sistem Pendidikan Nasional;
2. Undang-undang Nomor 14 Tahun 2005, tentang Guru dan Dosen;
3. Undang-undang Nomor 12 Tahun 2012, tentang Pendidikan Tinggi;
4. Peraturan Pemerintah Nomor 74 Tahun 2012 tentang Perubahan atas Peraturan Pemerintah RI Nomor 23 Tahun 2005 tentang Pengelolaan Keuangan Badan Layanan Umum;
5. Peraturan Pemerintah Nomor 4 Tahun 2014, tentang Penyelenggaraan Pendidikan Tinggi dan Pengelolaan Perguruan Tinggi;
6. Peraturan Presiden RI Nomor 64 Tahun 2013; tentang Perubahan IAIN Ar-Raniry Banda Aceh Menjadi UIN Ar-Raniry Banda Aceh;
7. Peraturan Menteri Agama RI Nomor 12 Tahun 2014, tentang Organisasi dan Tata Kerja UIN Ar-Raniry Banda Aceh;
8. Peraturan Menteri Republik Indonesia No. 21 Tahun 2015, tentang Statuta UIN Ar-Raniry;
9. Keputusan Menteri Agama Nomor 492 Tahun 2003, tentang Pendelegasian Wewenang, Pengangkatan, Pemindahan dan Pemberhentian PNS di Lingkungan Departemen Agama Republik Indonesia;
10. Keputusan Menteri Keuangan Nomor 293/KMK.05/2011 tentang Penetapan Institut Agama Islam Negeri Ar-Raniry Banda Aceh pada Kementerian Agama sebagai Instansi Pemerintah yang Menerapkan Pengelolaan Badan Layanan Umum;
11. Keputusan Rektor UIN Ar-Raniry Nomor 01 Tahun 2015, tentang Pendelegasian Wewenang kepada Dekan dan Direktur Pascasarjana di Lingkungan UIN Ar-Raniry Banda Aceh;
- Memperhatikan : Keputusan Sidang/Seminar Preposal Skripsi Prodi Pendidikan Bahasa Inggris Fakultas Tarbiyah dan Keguruan UIN Ar-Raniry Tanggal 27 September 2019
- MEMUTUSKAN**
- Menetapkan :
PERTAMA : Menunjuk Saudara:
1. Dr.phil. Saiful Akmal, MA
2. Fera Busfina Zalha, MA
- Sebagai Pembimbing Pertama
Sebagai Pembimbing Kedua
- Untuk membimbing Skripsi :
Nama : Ita Farida
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Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : An Analysis of Traveloka's Advertising Using Propaganda Technique
- KEDUA** : Pembiayaan honorarium pembimbing pertama dan kedua tersebut diatas dibebankan pada DIPA UIN Ar-Raniry Banda Aceh Tahun 2019; No.025.04.2.423925/2019 tanggal 5 Desember 2018.
- KETIGA** : Surat keputusan ini berlaku sampai akhir semester Ganjil Tahun Akademik 2020/2021
- KEEMPAT** : Surat Keputusan ini berlaku sejak tanggal ditetapkan dengan ketentuan segala sesuatu akan diubah dan diperbaiki kembali sebagaimana mestinya apabila kemudian hari ternyata terdapat kekeliruan dalam penetapan ini.

Ditetapkan di: Banda Aceh
Pada Tanggal: 15 Oktober 2019

An, Rektor
Dekan,

Muslim Razali

Tembusan

1. Rektor UIN Ar-Raniry (sebagai laporan);
2. Ketua Prodi PBI Fak. Tarbiyah dan Keguruan;
3. Pembimbing yang bersangkutan untuk dimaklumi dan dilaksanakan;
4. Mahasiswa yang bersangkutan;
5. Arsip.

2015 - Traveloka edisi Ramadan - My Mom, My Dad 60__“

Transcript of the video

00.01 aku mencintai keluargaku seperti mencintai kedua orang tuaku
00.06 yang berpisah sejak aku kecil
00.09 andai ada yang bisa menyatukan mereka
00.11 dengan aplikasi Traveloka ***makin gampang*** pesan voucher hotel
00.16 nikmati liburan eratkan kembali tali silaturahmi
00.21 sini sama aku sini sini
00.26 sini sini aku di sini
00.51 aplikasi Traveloka ***menyatukan kembali*** kebersamaan di bulan
penuh kebaikan
00.55 download gratis sekarang juga

Screenshot of video



Figure 1 Card Staking Technique



Figure 2 Visual symbol of power



Figure 3 Visual symbol of power

2016 -Depandable You.

Transcript of video

04.00: You're the one

09.00: That always stays in my heart and my soul

15.00: I feel it every time (I touch you)

20.00: The **magic** that you do

23.00: So **special**

25.00: You make my life, my time, **so easy**

30.00: You are the one and only for me

37.00: You make my life, my time, **so easy**

40.00: You are the one and only for me

45.00: Apapun kebutuhan perjalanan Anda, hanya Traveloka yang selalu jadi andalan dengan banyak kelebihanannya.

57.00: Download gratis sekarang juga

Screenshot from the video

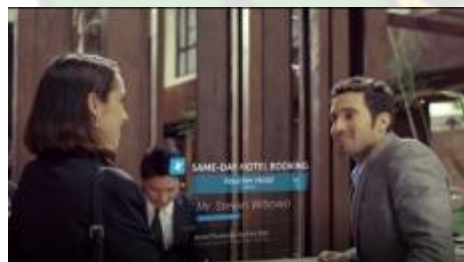


Figure 1 Card Staking Technique



Figure 2 Visual symbol of power



Figure 3 Visual symbol of power



Figure 4 Visual symbol of power



Figure 5 Visual symbol of power

2017 - Traveloka edisi Ramadan - Napak Tilas

00.01 di bulan suci ini aku ingin merencanakan kejutan untuk orang tuaku
00.06 sekarang aku di Makasar ,di sini orang tuaku menikah
00.16 Surabaya, tempat aku dilahirkan
00.26 kita di Jogja, tempat aku dibesarkan oleh mereka
00.42 alhamdulillah sampai juga di Aceh, lihat deh calon istri
00.48 aplikasi Traveloka ***selalu bersama*** anda di setiap kebersamaan

Screenshot of video

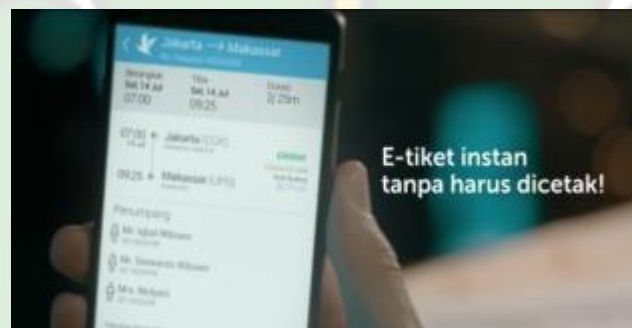


Figure 1 Card staking

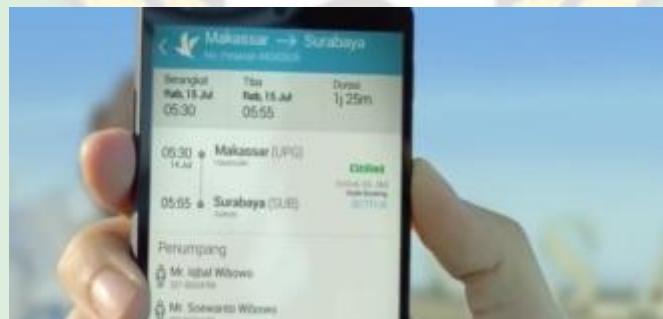


Figure 2 Card staking

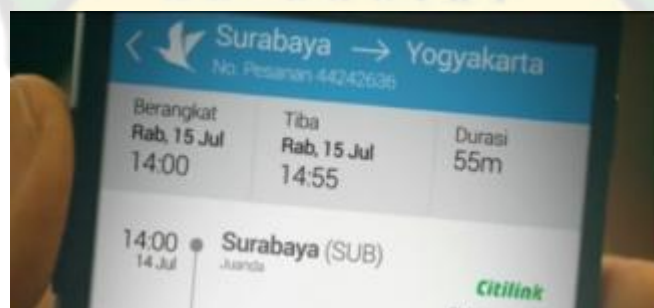


Figure 3 Card Staking

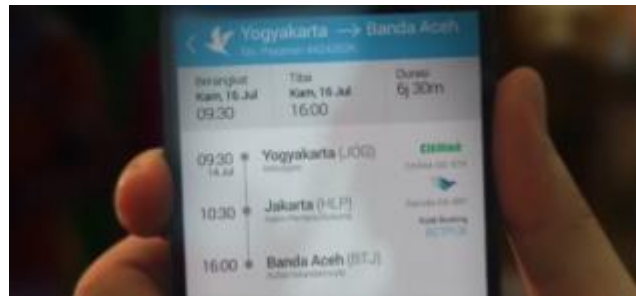


Figure 4 Card Staking



Figure 5 Visual symbol of power



Figure 6 Visual symbol of power



Figure 7 Visual symbol of power



Figure 8 Visual symbol of power

2018-Scroll Inspirasi di Traveloka App Dari Monoton Jadi Mau Seru-seruan!

Transcript of the video

- 00.01 Mah bagus mana nih
00.03 Itu Papaku Pak Mono, dipanggilnya monoton
00.07 Tiap hari menu nggak pernah ganti
00.09 Kalau ngobrol, lagi ngapain? lagi ngapain? lagi ngapain?
00.15 Setiap liburan Papa ajak aku ke puncak, puncak lagi, puncak lagi
00.20 Sampai “aku kemarin kita pergi mancing di danau”.
00.24 “kamu nggak ke mana-mana kan? (tertawa mengejek)”
00.27 Aku pergi terus kok
00.30 Sabtu kemarin aku bikin istana pasir
00.35 Aku pergi ke waterpark sama main trampolin
00.41 **Butuh inspirasi weekend Scroll aplikasi Traveloka**
00.44 Papa berubah hidupku ikut jadi cerah.
00.47 Papaku monoton jadi mau jalan mau seru-seruan sampai kulineran aku jadi punya banyak pengalaman
00.55 Traveloka dulu, momen seru kemudian.
00.57 Papa udah beda banget deh

Screenshot of the video

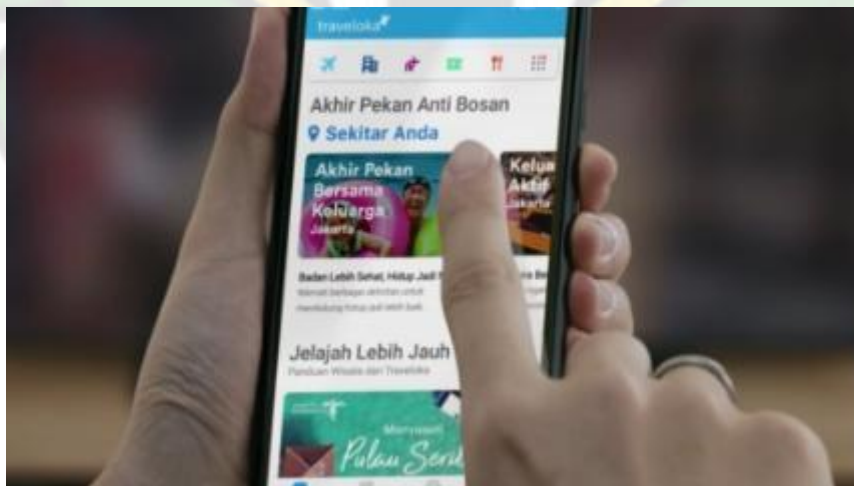


Figure 1 Card Staking



Figure 2 Card Staking



Figure 3 Visual symbol of power



Figure 4 Visual symbol of power



Figure 5 Visual symbol of power

2019-Cerita nyata yang #taktertangkapkamera

Transcript of the video

00.03 Dari dulu mami orangnya keras
00.05 Mami bisa kok
00.07 Dia ngak pernah mau dibantu
00.08 Udah mami aja
00.10 Sampai suatu malam
00.15 Mami
00.29 Saat itu aku tersadar mami sangat membutuhkan bantuanku
00.32 Ditengah kebingungan saat mencari tempat yang nyaman buat mami,
00.36 Traveloka **membantu** dengan fitur **pay at hotel**
00.40 Menyediakan perlindungan yang mami butuhkan
00.43 Makasih ya dik
00.46 Untuk **pertama kalinya** aku **merasa sangat berguna** bagi mami
00.50 Karena aku bisa memberikan perlindungan untuknya disaat kami terakhir
bersama

Screenshot of the video

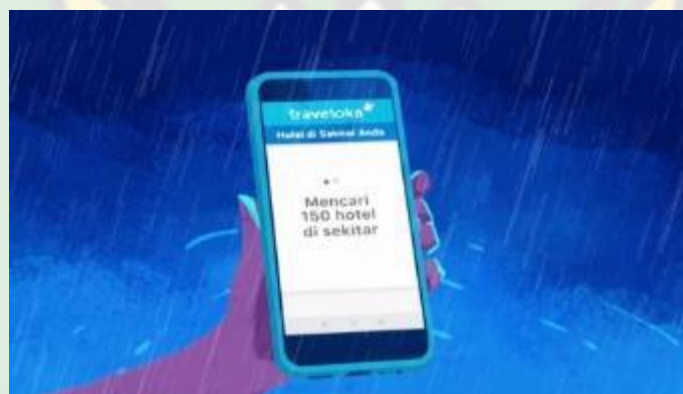


Figure 1 Card Staking



Figure 2 Card Staking

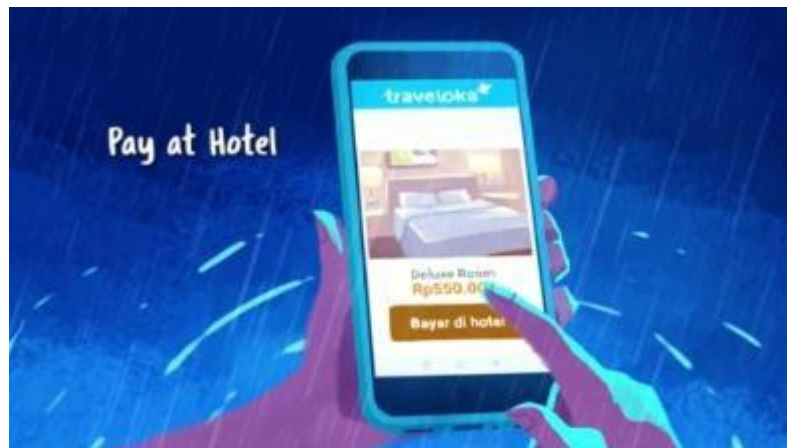


Figure 3 Card Staking



Figure 4 Card Staking



Figure 5 Visual symbol of power

AUTOBIOGRAPHY

- 
1. Full Name : Ita Farida
2. NIM : 150203007
3. Place/Date of Birth : Banda Aceh/ 29 May 1997
4. Sex : Female
5. Religion : Islam
6. Nationality : Indonesia/Aceh
7. Marital Status : Single
8. Occupation : Student
9. Address : Lamreung, Desa Meunasah Papeun, Aceh Besar
10. Phone. Number : 0812 8697 4134
11. The Parents
- a. Father's Name : Akmal
 - Occupation : Businessman
 - b. Mother's Name : Salbiah
 - Occupation : Housewife
12. Education Background
- a. Elementary School : SD Negeri 4, Banda Aceh, 2003-2009
 - b. Junior High School : SMP Negeri 2 Banda Aceh, 2009-2012
 - c. Senior High School : SMA Negeri 3 , Banda Aceh, 2012-2015
 - d. University : Universitas Islam Negeri Ar-Raniry, Banda Aceh, 2015-2020

Banda Aceh, 30 Desember 2019

Ita Farida