

## **Roland Barthes' Semiotic Analysis of Meme Content on the @Tokopedia Account on Tiktok**

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### **Abstract**

*This study aims to analyze meme content on Tokopedia's TikTok account using Roland Barthes' semiotics approach. The background of this research is the use of social media by e-commerce companies to interact with consumers creatively and efficiently. The research problem is how meme content on Tokopedia's TikTok account conveys communication messages. This study employs a descriptive qualitative method focusing on a detailed and systematic depiction of phenomena. The analysis covers two levels of meaning in meme content: denotation and connotation, as well as a third system of signs, myth. The theoretical foundation used is Roland Barthes' semiotics, which explores literal meanings, deeper associations, and myths formed from these signs. The results show that Tokopedia uses visual and narrative symbols to strengthen its brand identity and convey messages related to efficiency and modernity. The myths created from Tokopedia's meme content reflect the brand as part of a dynamic and modern lifestyle, offering smart and enjoyable shopping solutions. The conclusion of this study highlights the importance of semiotic analysis in understanding how signs and symbols can be effectively used in digital marketing communication to build strong narratives and influence audience perceptions.*

**Keywords:** *Digital Marketing Communication, Meme Content, Roland Barthes' Semiotics, Tiktok, Tokopedia.*

### **Abstrak**

Penelitian ini menganalisis strategi komunikasi Eiger Adventure dalam program Women Jungle Survival Course (WJSC). Tujuannya adalah memahami dan mengevaluasi langkah strategis dalam perencanaan dan manajemen komunikasi pada event ini. Dengan pendekatan kualitatif dan metode studi kasus, penelitian ini menggunakan wawancara, dokumentasi, dan observasi sebagai teknik pengumpulan data. Model strategi PR Cutlip, Center, dan Broom digunakan sebagai kerangka analisis, yang terdiri dari empat tahap: identifikasi masalah, perencanaan dan pemrograman, pelaksanaan komunikasi, serta evaluasi program. Hasil penelitian menunjukkan bahwa Eiger Adventure berhasil merancang dan menerapkan strategi komunikasi yang efektif dalam penyelenggaraan WJSC. Meskipun tanpa segmentasi pasar khusus, jumlah pendaftar melebihi target, menunjukkan kuatnya reputasi Eiger di kalangan penggiat alam. Keberhasilan ini didukung oleh komunikasi yang terarah dan penggunaan media yang optimal dalam membangun keterlibatan audiens. Selain meningkatkan partisipasi, strategi ini juga memperkuat citra merek Eiger sebagai brand outdoor adventure yang inklusif. Dengan demikian, strategi komunikasi yang tepat dapat menjadi faktor kunci dalam kesuksesan program berbasis komunitas dan petualangan.

**Kata Kunci:** *Digital Marketing Communication, Meme Content, Roland Barthes' Semiotics, Tiktok, Tokopedia.*

## INTRODUCTION

Technological advancements and the rise of social media have transformed the way companies interact with consumers. These developments allow companies to reach a wider audience and communicate in more creative ways. One of the most popular social media platforms today is TikTok. TikTok is a video-sharing social media platform that allows users to create, share, and watch videos of varying lengths across a wide range of genres. TikTok has millions of active users worldwide, and in Indonesia, it has achieved extraordinary popularity. E-commerce companies such as Tokopedia, Shopee, and Lazada are seeking innovative ways to utilize the TikTok platform as a communication and interaction tool with their customers and potential audiences. E-commerce is the process of buying, selling, transferring, or exchanging products, services, or information over a computer network connected to the internet (Lakshmi et al., 2020; Jain et al., 2021). Meanwhile, according to Rosário and Raimundo (2021), e-commerce is the process of creating, distributing, promoting, and maintaining products, services, and prices. According to data released by katadata.com, e-commerce is the main choice for Indonesian people when shopping online.

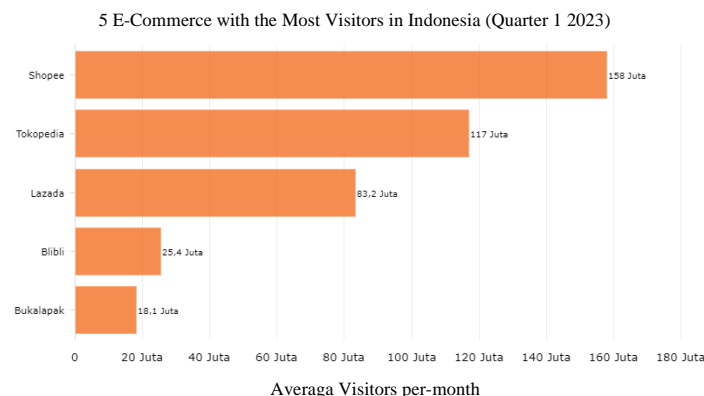


Figure 1. E-Commerce with the Most Visitors in Indonesia

Ahdiat (2023), data from katadata.com shows that Shopee dominates the market with 158 million visitors, followed by Tokopedia with 117 million. Lazada, BliBli, and Bukalapak also occupy significant positions in the e-commerce competition, with 83.2 million, 25.4 million, and 18.1 million visitors, respectively. This phenomenon demonstrates the importance of competition between major e-commerce brands in attracting and retaining users. Researchers' observations indicate that Tokopedia, one of the five most visited e-commerce brands in Indonesia in 2023, was the only one to use memes on its TikTok social media account. A meme is a term that originally referred to the concept of an idea or concept that spreads from one individual to another through imitation or replication (Ritchie, 2021; Meijer, 2024). Within the internet and social media, the term meme has expanded in meaning. Memes on the internet are defined as images, text, or short videos used to convey a message in a humorous, amusing, or entertaining way (Shifman, 2012). Memes have become a very popular communication tool on social media, and their use has allowed companies to speak in a more familiar language with their audiences.

Tokopedia has begun using memes as a branding tool on the TikTok social media platform. TikTok is inherently a dynamic and frequently changing social media platform; current topics of conversation will cause TikTok to select or adapt content that users are interested in. TikTok users' high level of interest in Tokopedia's visual meme content is evidenced by the large number of followers on the Tokopedia TikTok social media account, which has reached 11.5 million. This response from TikTok users indicates that they greatly enjoy Tokopedia's visual meme content. This study aims to analyze Roland Barthes' semiotics of meme content on the @tokopedia TikTok account.

## **LITERATURE REVIEW**

### ***Advertisement***

Advertising is a form of communication that aims to influence the attitudes, perceptions, and behavior of potential buyers or consumers towards the products or services offered. Kotler and Keller (2011) explain that the purpose of advertising is to inform, persuade, remind, or strengthen consumers in trying, buying, and making purchases of the advertised product. They identify several types of advertising objectives, namely informative advertising, which aims to create brand awareness and knowledge about a product or brand itself; persuasive advertising, which aims to create a sense of confidence or preference in choosing a product or service; reminder advertising, which aims to remind customers of an old product in an effort to sell; and reinforcement advertising, which aims to convince buyers of a product they choose. Over time, advertising continues to evolve, and with the advent of the internet, the use of advertising has shifted to digital. Vitalis et al. (2023) and Babics and Jermolajeva (2024) state that digital advertising is any form of advertising that appears online, such as on websites, search engines like Google, social media like TikTok, applications, and other channels that can be accessed digitally.

### ***Branding***

Branding is a continuous communication process between a company and its consumers. They emphasize the importance of integrating all forms of marketing communications to create a consistent and cohesive brand message. Branding is the process of creating a unique identity and image for a product or service in the consumer's mind, primarily through consistent themes and messaging across all marketing channels (Rehman et al., 2022; Blakeman, 2024). Key elements of branding include message consistency, which ensures that all marketing communications convey the same message, creating a strong and cohesive brand image; brand identity, which develops unique visual and verbal elements to differentiate a brand from competitors; and customer experience, which emphasizes the importance of providing a positive experience to build brand loyalty and trust. Meanwhile, David A. Aaker mentions two important concepts in branding: brand recall and brand loyalty. Brand recall is an important indicator of a brand's strength in the minds of consumers, while brand loyalty describes the tendency of loyal customers to be less easily influenced by competitors' prices and promotions and more likely to continue purchasing products from that brand.

### ***Meme***

Dawkins (1981) coined the term meme from the Greek word “mimema,” meaning “something imitated.” The change from “mimema” to “meme,” pronounced “mim,” made it

easier to pronounce and created the same rhythm as the term “gene.” Initially, memes referred to units of cultural transmission related to imitation. However, over time, internet users understood this term to refer to a combination of words and images created to make a funny joke or usually to criticize current social phenomena. Over time, memes have evolved into various types and formats. Some types of memes that have developed include classic memes that were popular in 2007–2012 with the characteristic ‘impact’ font and two humorous sentences above and below the image. Dank memes, which have emerged since 2013 with dark and controversial humor, are taken from the slang term ‘dank’ for something of high quality. Normie memes are general and easily understood by everyone. Wholesome memes convey positive sentiments, often family-themed, and support physical, mental, and spiritual well-being, as well as surreal memes that are absurd, nonsensical, and often feature characters like Meme Man.

### ***Social media***

Nasrullah and Gustini (2022) explain that social media is a medium on the internet that allows users to represent themselves, interact, collaborate, and share. A literature review shows that social media is divided into five main types. First, social networking sites, which allow individuals to create profiles, connect, and exchange content such as text, images, and videos. Second, online journals (blogs), which are platforms for publishing articles, initially managed by individuals but now also used by companies for marketing and SEO. Third, microblogging, which presents short messages in real time, suitable for quick updates and public dialogue. Fourth, sharing sites, which allow users to upload and interact with content such as photos, videos, and audio for example, TikTok. Fifth, online forums, which function as discussion spaces for users to exchange information and opinions.

### ***TIKTOK***

TikTok is a social media platform that allows users to create, edit, and share short videos, photos, and text (Zhang, 2020). TikTok offers a variety of video lengths, from 15 seconds, 60 seconds, to 10 minutes. TikTok can be accessed through an application on Android and iOS smartphones, tablets, and computers. The TikTok application allows users to create creative videos, such as dances, lip-syncs, short comedies, and various other types of videos. Users can also share posts consisting of photos and text on the TikTok application. In addition, TikTok is also an informative application that can spread the latest news and trending news. TikTok requires internet network access to access. TikTok has several superior features that attract its users. The main feature is the For You Page (FYP), which displays content according to user preferences through a special algorithm. The media upload feature allows users to share videos, photos, or text with the addition of creative effects and music. Effects and filters also enrich user creativity with a variety of unique touch options. The Duet feature allows collaboration and responses between users, creating an interactive experience. Meanwhile, TikTok Live provides the opportunity to broadcast live, interact with followers, and build a community in real time.

### *Semiotics*

In order to understand the meaning of Tokopedia meme content, researchers will explain semiotics. This is necessary because every Tokopedia meme is a figurative form of visual representation, typically in the form of images or videos, which indirectly encompasses semiotics. Semiotics is a branch of study that studies signs and symbols and how meaning is constructed and understood. The term "semiotics" comes from the Greek word "semeion," meaning sign. In this context, a sign can be defined as something that represents something else, be it an object, idea, or process. According to Chandler (2022) and Innis (2023), semiotics is the study of signs to understand how they function and generate meaning. For example, smoke indicates a fire, or the sound of a siren on the beach signals an impending disaster. According to Barthes (1985), semiotics studies the relationship between signs (signifier), namely the form of a sign such as a word, image, or sound, and the signified, namely the concept or meaning indicated by the sign.

### **METHOD**

This study uses a qualitative paradigm with a descriptive approach to systematically and in-depth describe the phenomenon of meme content uploaded by the Tokopedia TikTok account. The research paradigm refers to a conceptual framework accepted by the scientific community, as proposed by Kuhn (Dixon, 2005), and in a social context follows Lincoln's (2002) classification of positivism, post-positivism, constructivism, and criticism.




The qualitative descriptive method was chosen because it is appropriate for examining the subjective meaning of media content (Bogdan & Biklen, 1997). The object of the study is Tokopedia TikTok meme content, analyzed using Roland Barthes's semiotic approach. The subject of the study is the Tokopedia TikTok account, the entity uploading the content. The unit of analysis consists of five promotional memes analyzed based on Barthes's three levels of meaning: denotation (literal meaning), connotation (cultural/symbolic meaning), and myth (cultural meaning perceived as natural).

Documentation was conducted through the collection of visual and textual content from the Tokopedia TikTok account, including screenshots and recording publication data such as dates and descriptions. The data analysis method refers to Barthes' (1985) theory, which divides signs into three layers. Denotation encompasses visual elements such as products or texts appearing in memes. Connotation highlights symbolic associations that refer to social values or popular trends. Myth describes broader cultural meanings, such as the universal narratives formed through Tokopedia memes and uncritically accepted by audiences. This approach allows for a deeper understanding of promotional messages communicated within the context of popular culture.

### **RESULTS AND DISCUSSION**

In this chapter, the researcher will describe the analytical results obtained from the application of Roland Barthes' semiotics to selected meme content published by the Tokopedia TikTok account. Based on the research problem formulation that the researcher has determined, this study aims to understand how Tokopedia uses meme content to disseminate communication messages to its audience. The analysis will focus on identifying the messages conveyed through meme content and analyzing the denotative, connotative, and mythical meanings contained within. The discussion in this chapter will explore in depth how Roland

Table 1. Content 1

Visual	Audio	Image Snippets and Content Links
This content features Tokopedia's signature visual components, such as the green owl mascot. The promotional texts "Don't forget there's a FLASH SALE starting at 5 thousand for my kittens" and "Don't be afraid of my kittens, alpha wolf is giving DISCOUNTS up to 50%" are aimed at TikTok users, depicting Tokopedia as an "alpha wolf" that gives discounts of up to 50%.	There is no background music in this content, as TikTok has removed the background music used in this content.  There is no narration or sound elements in this content.	   <a href="https://vt.tiktok.com/ZSFVVDpoS/">https://vt.tiktok.com/ZSFVVDpoS/</a>

The connotative meaning in the content is demonstrated through Tokopedia's green mascot, symbolizing intelligence and wisdom with the ability to see in all directions, as noted in Tokopedia's Facebook post. The green color of the mascot also suggests growth, freshness, and innovation. In other visuals, the appearance of the alpha wolf represents strength, courage, and leadership (knowyourmeme.com). The wolf's howl and the text "RaWRRRRrrrrr" enhance the impression of dominance and power, reflecting Tokopedia's position as a market leader in e-commerce. The phrase "FLASH SALE" indicates urgency and exclusivity, triggering a quick response from consumers. Meanwhile, the expression "kitten2ku" refers to active Tokopedia users on TikTok, highlighting the brand's engagement across various social media platforms. The dark and gloomy setting portrays the challenges the company faces in a competitive market. Referring to Fiske (1986), connotation creates a social myth accepted as reality, reinforcing Tokopedia's image as a bold and adaptive brand. These visual and verbal symbols



serve as an effective communication strategy in shaping a strong, consistent, and dynamic brand identity. Tokopedia not only captures visual attention but also asserts its identity as a tough and innovative player in the evolving e-commerce industry.

The myth constructed from the denotative and connotative meanings above creates a strong narrative of Tokopedia as a dominant and courageous brand in the e-commerce industry. Tokopedia uses symbols such as its mascot, the alpha wolf, and dark visuals to build a brand image that is bold, strong, and innovative. The use of green signifies growth and dynamism, while the alpha wolf represents strength and leadership. The wolf's roar, "RaWRRRrrrr," reinforces Tokopedia's image as a powerful and influential entity. The emphasis on urgency through "FLASH SALE" adds an element of exclusivity and immediacy for consumers. These visual and verbal elements are not only meant to attract consumer attention but also to construct a brand narrative that is adaptive to changes and challenges in the market, creating an impression that feels natural and inseparable from the reality of the e-commerce industry.

**Table 2. Content 2**


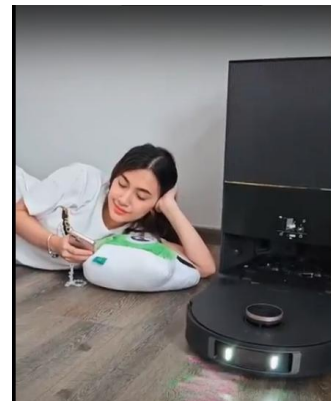
Visual	Audio	Image Snippets and Content Links
There is a female actor who is lying down with a Tokopedia mascot pillow and gets a message that says "It's nice being you, all you do is lie down."	There is a sad background melody.	 <a href="https://vt.tiktok.com/ZSFVVa7Uk/">https://vt.tiktok.com/ZSFVVa7Uk/</a>

Table 2 shows the denotative meaning of the content. There is a young female character who is 'rebahan' or lying down relaxed with a cellphone in her hand and a pillow that has a Tokopedia mascot design. With a cut image containing a WhatsApp message from 'mother-in-law', which says 'it's nice being you, all you do is lie down'. In the next cut image, the female character is ironing clothes while lying down. Then there is a cleaning robot with text that mentions its features that ends with the young woman 'rebahan' smiling at the cleaning robot.

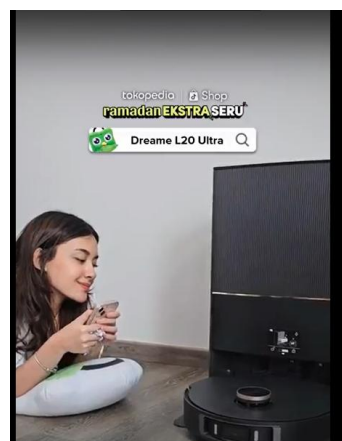


**Figure 3.** Content Pieces



**Figure 4.** Content Pieces

Figures 3 and 4 demonstrate connotative meaning by implying deeper meanings related to modern life and the use of technology. The message from the mother-in-law to the young woman reflects the shift from manual work to automation thanks to technological advancements. The young woman using an automatic floor cleaner demonstrates how technology has become an essential part of daily routines, providing convenience, efficiency, and comfort. The presence of the cleaner, complete with product feature text, illustrates innovations designed to meet consumers' practical needs in household chores. This emphasizes how technology simplifies everyday tasks that were previously considered troublesome. Furthermore, the promotional text "Tokopedia Shop Ramadan Ekstra Seru" provides a campaign context that is relevant to the special moment, namely Ramadan, when consumers are more actively seeking products that support home comfort. The mention of the product name adds clear specifications and identity, helping consumers recognize and remember it during the search or purchase process.




**Figure 5.** Content Pieces

Figure 5 shows the young woman's smile reflects satisfaction with the product, signaling the quality and reliability of the technology offered. This image suggests that technology has replaced manual tasks, providing ease, efficiency, and convenience in everyday life, particularly in the household. The smile also symbolizes Tokopedia's success in providing quality products that meet consumer expectations. The visual and text elements complement each other, creating a strong message about the importance of technology integration in modern



life. This campaign emphasizes the role of technology in improving quality of life while reinforcing Tokopedia's image as a relevant and trustworthy platform. The myth within the context of these images creates a narrative about modernity and efficiency represented by the use of technology in the home. This image explains Tokopedia as an intermediary providing modern solutions for everyday life, reinforcing the myth that life becomes easier and more enjoyable with the help of the right products, which are available through the Tokopedia platform.

**Table 3.** Content 3

Visual	Audio	Image Snippets and Content Links
There is a visual element of the text "Breakfast with nutritious food" then the actor opens the rice package and is surprised according to Tokopedia's promotional message "Extra THR Surprise Every Day"	There is background music "Missing my Muhammad, created by Haddad Alwi & Vita"	 <p><a href="https://vt.tiktok.com/ZSFVVfrKF/">https://vt.tiktok.com/ZSFVVfrKF/</a></p>

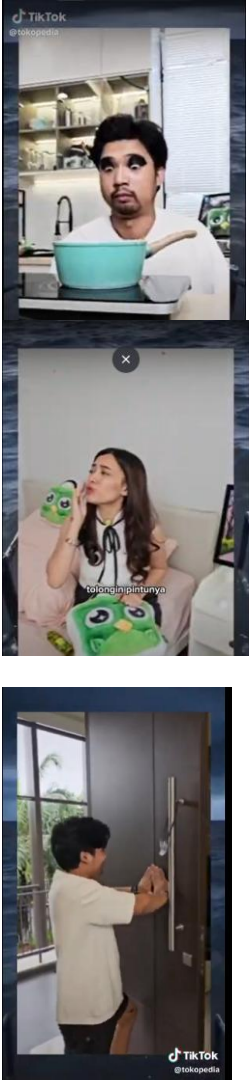
The denotative meaning is shown in the image clip in Table 3, which shows a person opening a banana leaf package containing food for breaking the fast, only to be surprised to find a gecko inside. The text "Breakfast with something nutritious" and "Extra THR Surprise Every Day" is accompanied by the Tokopedia logo and dramatic or humorous sound effects, creating a contrast between expectations and reality. Denotatively, this situation depicts someone expecting healthy food when breaking the fast, but instead receiving a disgusting and unwanted surprise.

Connotatively, the banana leaf package symbolizes the simplicity and local wisdom of Indonesian culinary traditions. The hope for nutritious food when breaking the fast is quickly dashed when symbols of disappointment, such as a crying face, appear, emphasizing the

disappointment that the food is unfit for consumption. Irony arises from Tokopedia's promotional text, which mentions "THR Surprise," creating a play on meaning between positive surprises (bonuses) and negative surprises (contamination). This image indirectly criticizes the importance of maintaining food hygiene, especially during important times like Ramadan.

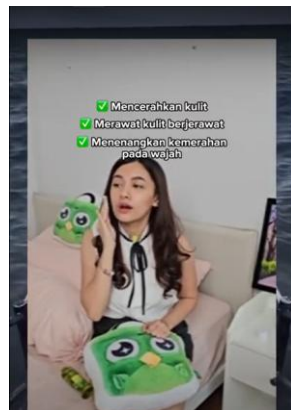
In the context of myth, the gecko symbolizes unsafe products, illustrating the risks of purchasing from untrustworthy sources. Tokopedia, through this irony, actually asserts its position as an e-commerce platform that prioritizes product quality control and safety. By reversing the negative meaning into a positive narrative, Tokopedia aims to emphasize that consumers can avoid unpleasant surprises by shopping on a trusted and responsible platform.

**Table 4.** Content 4

Visual	Audio	Image Snippets and Content Links
There are two actors in this content. The female actor is putting on her makeup and asks the male actor to help her look at her stove, which the male actor does..	There is a funny melody that indicates that this content is promotional content in a humorous way.	 <p><a href="https://vt.tiktok.com/ZSFVVN2Bm/">https://vt.tiktok.com/ZSFVVN2Bm/</a></p>

The video clip depicts a couple at home. The female actor is busy applying makeup, while the male actor is asked to help with several tasks. Around them are pillows shaped like the Tokopedia mascot, indicating a promotional context. Denotatively, the scene depicts a simple interaction between the two characters: the female asks for help with the stove and closing the door, and the male actor readily responds, "Ready, baby," as he carries out the instructions.

Connotatively, the conversation and actions in the video depict familiarity and a harmonious relationship. Phrases like "Baby," and the male actor's quick response demonstrate informal, warm communication. When the male actor performs CPR on the door, it adds a humorous element, as he responds to the request in an exaggerated yet humorous manner. This action demonstrates dedication and a willingness to help, even in an unreasonable manner. Meanwhile, the female actor remains focused on her makeup, reflecting a focus on personal appearance. The overall scene demonstrates a supportive and lighthearted relationship dynamic. At the end of the clip, promotional text appears explaining the benefits of using Tokopedia, seamlessly and entertainingly blending the story elements with the advertising message.




**Figure 6.** Content Pieces

This text is designed to capture the audience's attention by conveying the product's benefits through everyday situations laced with humor. The humorous melody reinforces the impression that this content is an entertaining promotional activity, creating a lighthearted and enjoyable atmosphere. The interactions between the female and male characters are portrayed in a friendly and humorous manner, demonstrating how the advertised product can be present in the dynamics of everyday life. The connotation of this scene emphasizes the importance of cooperation in relationships, while also linking the product to a positive and emotional experience for the audience.

This content uses literal humor, such as the CPR scene on the door, to build Tokopedia's image as a relevant and modern brand. Visual elements like the mascot pillow and marketing text convey the convenience, reliability, and efficiency of online shopping. Tokopedia utilizes a lighthearted and relatable delivery style to create an emotional connection with a young audience, strengthening its position as a trend-following platform. The combination of functional and entertaining messages makes this strategy effective in expanding market reach and cultivating a positive image in consumers' minds.

**Table 5.** Content 5

Visual	Audio	Image Snippets and Content Links
The Tokopedia mascot is holding a cellphone and accessing Tokopedia. The mascot appears to be trembling and afraid of something.	There is a sound effect of bones shaking which supports the situation of the Tokopedia mascot.	 <p><a href="https://vt.tiktok.com/ZSFVVDtGB/">https://vt.tiktok.com/ZSFVVDtGB/</a></p>

In the image, the Tokopedia mascot is depicted trembling upon seeing a free shipping promotion with a minimum spend of IDR 0 on the Tokopedia app. The sound effect of bones shaking that accompanies the visual emphasizes the mascot's bodily response as a form of surprise. Denotatively, this image depicts the mascot literally experiencing a physical reaction to the promotional information. However, connotatively, the trembling symbolizes amazement, admiration, and enthusiasm for the substantial promotion being offered. The mascot's exaggerated reaction is deliberately presented to convey that the promotion is extremely rare, highly profitable, and worth taking advantage of immediately. The free shipping promotion with no minimum spend symbolizes financial relief, while simultaneously reinforcing Tokopedia's image as a cost-effective and user-friendly shopping platform. This combination of visual and audio elements creates a powerful emotional experience for the audience, fostering a sense of joy and a desire to shop immediately.

On a mythological level, this content builds the idea that Tokopedia is a shopping destination that is not only efficient and easy, but also full of surprises and extra benefits. The mascot's trembling reaction plays a role in establishing the myth that the free shipping promotion is something very exciting and highly valuable. Tokopedia has successfully conveyed the message that every shopping experience on its platform is not just about price, but also about emotional satisfaction that strengthens consumer loyalty psychologically and culturally.

The selected content is content that is included in the function and purpose of the advertisement. The selection of meme content also falls under the distinctive characteristics of memes. In its use, the meme content produced and uploaded by Tokopedia accounts does indeed include a variety of different meme types. However, the messages contained within the content consistently emphasize two main points: product or service promotion, and strengthening Tokopedia's brand identity. For example, promotional sentences often inserted

into the meme content, such as "Extra Exciting Surprises Every Day of Ramadan" and "Tokopedia FLASH SALE NOW!" aim to attract consumers' attention with special offers and a sense of urgency to shop. Furthermore, the use of the Tokopedia mascot in each content is a strategy used to strengthen Tokopedia's brand identity. The mascot used not only functions as an easily recognizable visual element but also as a symbol of the image Tokopedia wants to build.

## CONCLUSION

After analyzing the meme content published by Tokopedia's TikTok account using Roland Barthes' semiotic techniques, Roland Barthes' semiotic analysis of the memes published by Tokopedia on TikTok revealed that the brand uses a combination of visual symbols, narrative, and audio to strengthen its identity and values. At the denotative level, the images used, such as the Tokopedia mascot, directly communicate certain aspects of Tokopedia's identity in each mascot-related content. However, the connotations of these images, such as convenience, efficiency, and modernity, as well as the use of wolves, which connote strength and leadership, deepen the message by connecting it to the lifestyle values desired by its audience. Through this myth, Tokopedia is seen not only as a shopping platform but as part of a dynamic and modern lifestyle, promising how efficient Tokopedia is in providing everyday products. Thus, Tokopedia successfully communicates that they are more than just a place to transact; they are a partner in simplifying everyday life with smart and fun solutions, building a strong narrative that increases consumer loyalty and engagement.

This research underscores the importance of Roland Barthes' semiotic analysis in understanding how signs and symbols can function effectively in digital marketing communications. This analysis shows how memes can be used as a tool to build a strong narrative and convey layered messages, serving as a means to strengthen brand identity and influence audience perceptions. The researcher recommends that @tokopedia maintain the content that has been uploaded, plan content more carefully, and for future research, can compare content strategies between platforms and use a semiotic approach and quantitative methods for more valid and in-depth analysis results.

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