

The Analysis of Generic Structures and Copy Elements in Online Shop Video Advertisements

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ABSTRACT

In this era of advance information and technology, many e-commerce platforms are rising and competing to attract the prospect customers by creating unique and out of the box video advertisements. Among them are *Bukalapak*, *JD.ID*, *Lazada*, *Shopee*, and *Tokopedia* as the top five rising e-commerce platforms in Indonesia which place their video advertisements in YouTube. The objectives of this research are to identify the realization of the generic structure elements in the video advertisements of those five mentioned online shops and how copy elements are distributed in the generic structure of each video. Genre analysis under the theory of Systemic Functional Linguistics by M.A.K Halliday (1984) are utilized as the framework of the analysis to see the generic structure of each video advertisement, and copy elements theory proposed by Maslen (2009) are used to identify the copy elements. The needed data were mainly taken from each online shop's YouTube channel which were further transcribed and put into designed table. This study applies qualitative approach and employs simple descriptive statistics analysis to help mapping out the findings regarding the generic structure of the video advertisements and the copy elements distribution.

Keyword: *e-commerce, online shop, generic structure, copy element, Systemic Functional Linguistics*

INTRODUCTION

Nowadays, the business industry is exposed to various innovations as the result of the advance information technology and internet era. One of the innovations is the emergence of new field of commerce which may be changing the way of doing business. In accordance with Bhat and Khansana (2016), the term electronic commerce, or e-commerce, is the new field in the business industry with modernized way of business transaction. The business carried out by e-commerce is immensely aided by the internet and using the information technology. In this multi-screen world, the innovation is seen through the way that the e-commerce business employs the online transaction which entirely deals with website of the vendor on the internet which trades products or services directly to the customer (Bhat & Khansana, 2016).

Looking at the significant growth of the e-commerce industry, many business actors are attracted to invest in this industry. To support this statement, Chou and Chou (2000) state

that many companies, investors, and retailers dare to seize the market by creating opportunities in the e-commerce industry by making numerous e-commerce platforms. Among many e-commerce platforms in Indonesia, only a few online marketplaces or widely known as *online shop* seize the most attention from the public. As summarized by Digital News Asia (2017), *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID* are among the kind of online shops that capture the attention of people to the utmost. Even though those five websites are already huge and widely known in the country, without the right marketing strategy, there is still a possibility that the position may shift and get replaced in no time. To keep the numbers of visitors growing into the websites and making more sales, most e-commerce websites come up with some creative strategies to market their product, such as innovating the way of advertising using video advertisement as the marketing process. By using video advertisement, the information needed

by the customers and the conviction needed for the audience can be delivered in the most effective way (Krishnan & Sitaraman, 2013).

The platforms to put the video advertisements considerably have significant importance. As the place to position the advertisement, the right platform works as a means to reach wider range of people and bring more recognition towards the advertised products. In the era of rapid technological growth, the platform to advertise is switched dominantly to the internet, and social media platforms hold significant advertising flow in this industry. YouTube is one of the prospective social media platforms used by the top five online shops to display their moving-image advertisements. To support the statement, Zaitceva (2018) mentioned that Google's top-ranking European executive has reported the result that YouTube ads are 80% far more effective than TV ads in driving sales. In addition, as a rising video-sharing website, YouTube contains a number of users that has surpassed one billion

viewers, and the total time spent on video viewing grows every year by 60% which makes the site a good place to advertise certain kind of products and get wider exposure (Serdiuchenko, 2016). According to Krishan and Sitaraman (2013), the effectiveness of the video advertisement is measured through the way the advertisement is being watched completely or left abandoned in the middle. Thus, the recent trend followed by the five rising online shops in Indonesia, *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID* are in creating creative video advertisement with various out of the box contents that hopefully will work as another effective strategy to lure the potential customers to watch the video completely and comprehend the intended message.

The online shop video advertisements in YouTube may comprise vital elements distinct from the regular video advertisements to stand out among other videos in YouTube. Among them are some linguistic elements under *Systemic Functional Linguistics* (SFL), such as

genre, thematic progression, register, e.t.c, which are carried out in the texts, either being spoken or written, in the advertisements. These linguistics elements are employed in the video advertisement as part of the advertising persuasive endeavors (Phillips & McQuarrie, 2014). However, in linguistics, genre is the most prominent element to look at as it provides great explanatory power in exploring the text functions and to see how the texts distinct from one another (Hood, 2013). The generic structure possessed by YouTube video advertisement contains more than just the visual images and linguistics component like the regular advertisement (Cheong, 2004). Not only the linguistic elements, but the copywriting elements as one of the key constitutions of advertisement are as well included in video advertisements. Following Maslen's (2007) perspective, there are three major elements in advertisements – feature, benefit, and call to action. As defined by Moriarty (2009), copywriting is a process to display the values and benefits from a product, and those three

elements are in line with the definition and they help to realize the purpose. Therefore, those key elements, genre and copy element, are important in constituting a video advertisement with great potential to attract viewers and potential customers of the online shop.

The notion of genre and copy element in online shop video advertisement is important to observe due to its unique characteristics which are distinct from the other kind of advertisements. In Systemic Functional Linguistics, genre is defined as the pattern that enact the social practices of a given culture (Martin & Rose, 2008), while copy elements are what constitutes the copywriting as a persuasive advertisement. The element of genre in video advertisement may point out the type of advertisement based on the occurring texts in the video, and the distribution of copy elements may display certain patterns different from the other advertisements. The combination of these two elements in video advertisements carry out specific characteristics which may not be employed by the other kind of

advertisements. Thus, the notion concerning the genre and copy elements may contribute as substantial sources in the field of linguistics and copywriting.

In the academic field, genre and copy elements of video advertisements have not been profoundly discussed in previous studies. The study conducted by Manrai, Broach, & Manrai (1992) analyze the video advertisement's creative strategy, however they focus on television commercials only, and they come up with the result that the elements of creative strategy resulting the appeal and tone of the commercials. To conclude, none of the previous studies have studied the generic structure and copy element in video advertisement of Indonesian online shops, they presented the result of video advertisement analysis under different focuses.

Therefore, this research attempts to elaborate more on the discussion of genre and copy element analysis of video advertisements of the five rising online shops in Indonesia which are advertised on YouTube as a

means to address the research gap. Under the framework of Systemic Functional Linguistic by M. A. K Halliday (1984), the genre of the video advertisement will be further analyzed to reveal the generic structure specifically using the theory of functional linguistics. Alongside, copy element analysis will also be conducted under Maslen's (2009) ideas to seek the pattern of copy element distributed in the video advertisement and its contribution to complement the generic structure of the advertisement. The problems of the present study are formulated in the following research questions:

1. How is the realization of the generic structure in Indonesian online shop video advertisements?
2. How is the copy element distributed in the generic structure of Indonesian online shop video advertisement?

THEORETICAL FRAMEWORKS

Bowdery (2008) defines copywriting as the creative process of writing text for advertisements or publicity material. However, according to the father of

information-dense advertising, David Ogilvy, copywriting is much deeper than just the creative process. It also deals with how it is used to convince people to buy the products (Ogilvy, 1985). So, this process certainly has purpose, which is to sell the advertised products to the consumers. Therefore, since the goal of the advertising it not merely to be liked or entertained, copywriters have to create an interesting copywriting that will do the best job of selling and expected to increase the sale and profits for the advertiser (Bly, 2006).

Advertising has now developed into the digital environment. Nowadays, people are familiar with digital environment which enables everyone to access everything easily. Following the recent trend in which people have turned to internet-based platform, many retailers have also innovated their strategy to increase their sales by advertising through online advertisement. According to Maslen (2009), there are several strategies and elements that should not be left out in composing the copy

elements, such as understanding our readers and setting our goals in the copy, and the elements such as the feature, advantage, and benefit as the elements necessary employed in writing a copy. Feature in the copy is about the facts or the information that the readers have to know, advantage is the reason what makes the feature great, and benefit is the worthwhile values of the product (Maslen, 2009).

There is a general purpose on why people create advertisement online; they want to present the values of their product and make wider range of potential buyers consider buying it. Such communicative purposes are shared by all kind of advertisements, including the video advertisements of the five online shops.

The online shop video advertisements in YouTube may comprise vital elements distinct from the regular video advertisements to stand out among other videos in YouTube. Among them are some linguistic elements under *Systemic Functional Linguistics* (SFL), such as genre, which are carried out in the texts,

either being spoken or written, in the advertisements. Ansary and Babaii (2005) point out that in the SFL approach to genre, genre is all about using the language to accomplish the goals established in the culture. The texts in genres differ from one another in terms of the functionally distinct steps and staging structure. Thus, the term genre is often referred to as the structure of a text. Genre and register are interrelated with one another, and it can be seen in how social purposes are linked to the text structures, and these are realized in social and linguistic actions within register. Just like register, genre needs language to generate meaning. The meaning generated by genre is actually from the variables of register —field, tenor, and mode, which are further conditioned to progress in stages and create the goal-oriented structure. Halliday and Hasan (1989) state that field, tenor, and mode as the variables of register can be realized through Contextual Configuration (CC), which is conceptualized as "an account of the significant attributes of a social

activity". This Contextual Configuration is said to be important in the structural unit of texts to see the relationship between the text and its context. To define a genre of a specific text, Generic Structure Potential (GSP) for any specific Contextual Configurations is introduced by Halliday and Hasan (1989). Particular genres have particular structure elements which can be described in terms of generic structure potential (GSP) of a text (Hasan, 1984). Genre as a contextual coherence may be consisted of obligatory and optional elements within its structure, and that forms the GSP (Hasan, 1984). Hasan & Halliday (1989) further defines GSP as a "structural resources available within a given genre" (cited in Olagunju, 2015).

RESEARCH METHODOLOGY

This research will apply a qualitative approach since the copy elements and the themes in the video advertisement of online shops in Indonesia will be qualitatively investigated. According to Meck

(2011), through qualitative research, we are guided to find profound and detailed descriptions of the related issues.

In addition, this research will also use descriptive method to examine the issue. Since the researcher aims to describe and discuss the generic structure that can be identified and highlighted in the video advertisement of online shops in Indonesia, then descriptive approach is the ideal one. Therefore, the research will use descriptive qualitative and statistics method which involves collecting data and describe the data in the form of video scripts of online shops advertisement.

Data Collection

The data that will be collected for this research will be in the form of video scripts from the video advertisements of the five well-known online shops in Indonesia: *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, *JD.ID*.

The consideration to choose the data will be based on the similar

category of commercial advertisements and the number of viewers. Thus, from each official YouTube account of the online shop, only three commercial videos with the highest number of viewers will be taken out as the data instrument. As a result, there will be fifteen videos to analyze. The consideration to choose only the videos with the highest number of viewers is based on the fact that the videos have been seen by significant amount of people and there is enormous possibility that the video contains something worth to analyze.

After sorting out the videos, the scripts will be transcribed and put into a model of table. All of the fifteen videos have to be watched and listened carefully to transcribe the scripts. Using the video scripts as the data hopefully can assist researcher to investigate the issue of the study.

Data Analysis

After the data have been collected, the analysis of the data will be conducted in two steps. In the first step, the video scripts are examined and interrelate

them with theories of copy elements from Maslen (2009).

In the second step, the scripts of the video are analyzed by following Generic Structure Potential theory by Hasan and Halliday. Each of the unit is labeled with the generic elements that characterize the video advertisements and constitute the generic structure of the video advertisements.

In the third step, further analysis is focused on how the copy elements and the generic structures are correlated. The concern will be on how copy elements may contribute to the generic structure of the advertisement and the pattern of distribution. This analysis is done by examining the pattern of the copy elements and identify whether the copy elements contribute to the generic structure of the video advertisements.

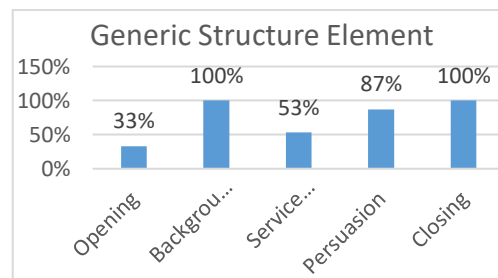
After conducting the analysis on the copy elements and the generic structure, the researcher makes the conclusion of the research and report the finding.

FINDINGS AND DISCUSSIONS

The analysis in this chapter reveals that there are five generic structure elements in online shop video advertisements, namely Opening, Background, Service Description, Persuasion, and Closing. The obligatory elements in online shop video advertisements are Background and Closing, and the remaining elements are the optional ones. In regard to the copy element, the most dominant elements are Call to Action and Feature which both are distributed mainly in Persuasion and Closing.

In terms of their occurrences, the generic elements can be categorized into two types, obligatory and optional. The obligatory elements are the elements that constantly appear in the advertisement while optional elements are the elements which are not regularly present and may be left out.

Figure 1.



As can be seen in Figure 1 above, there are two obligatory elements in online shop video advertisements, and those elements are Background and Closing elements as both reach the percentage of 100%. From the percentage, it shows that both elements are always present in each of the online shop video advertisements. Persuasion element follows with the percentage of 86%, and Opening also Service Description elements remain as the optional elements, with the percentage of 33% and 53% respectively.

All of the five elements of generic structure in online shop video advertisements have more specific categorizations elaborated in more detailed description as follows:

Table 1.

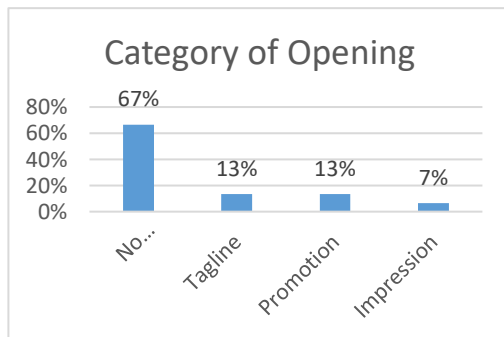
Generic Structure Elements	Specific Categorizations
Opening	<ul style="list-style-type: none"> - Tagline - Impression - Promotion

Background	<ul style="list-style-type: none"> - Visual Background - Problem Introduction - Conception
Service Description	<ul style="list-style-type: none"> - Expectation - Feature - Benefit - Feature & Benefit
Persuasive Message	<ul style="list-style-type: none"> - Call to Action - Call to Action & Benefit
Closing	<ul style="list-style-type: none"> - Tagline - Feature - Benefit - Call to Action - Call to Action and Benefit

Opening

Not all of the online shop video advertisements employ the three categories of opening. There are some videos which do not include opening at all. Figure 2 displays the occurrence of the three categories of opening in online shop video advertisements.

Figure 2.



From the figure above, it is clear that most of the online shop video advertisements do not include Opening in their advertisement. However, when they do, tagline and promotion are the frequently used type of opening with the percentage of 13% for each category. The figure shows that only two online shops use tagline and promotion in their opening, which are *Bukalapak* and *Shopee*, while the rest of the online shops mostly do not include any categories of opening in their video

advertisements. This shows that opening, in the case of video advertisements, is not necessarily important to be put unless it is either in the form that works as a significance of the online shop to trigger the viewers to remember the online shop or in the form of promotion to encourage the viewers to do something towards the online shop, such as visiting the website or making purchase.

Background

Background is always included in generic structure of online shop video advertisements. Background is most likely to be the most important element which cannot be neglected as it gives context to the video advertisements and works as the main idea of where the video is going to be led. In terms of the categorization, Figure 3 shows the occurrence of the four categories of background in online shop video advertisements:

Figure 3.

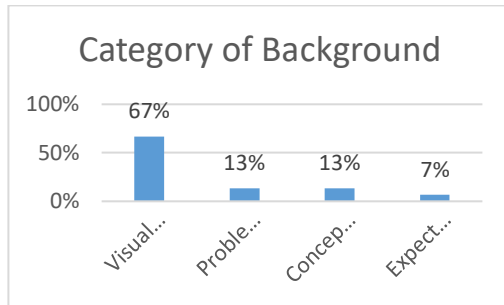
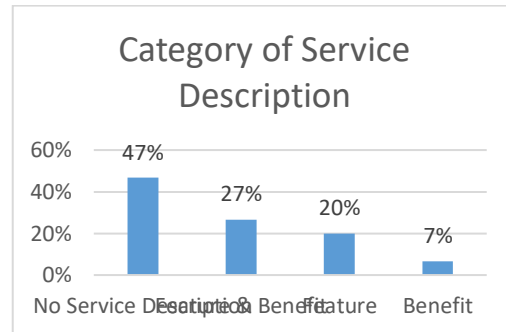


Figure 3 above shows that the highest percentage of background categorization is in the visual background. 67% of the analyzed online shop video advertisements in this study apply visual background to give the context of the video. Since it is a video-based advertisements, hence visual elements hold major key and work as the primary tools to deliver the message to the audience, this is possibly the main reason why the majority of the online shop utilize the visual background to make the audience catch the context of the video without any textual elements or verbal elements uttered.

Service Description

In terms of the categorization, the following graphic identifies the number of service description categories found in online shop video advertisements:

Figure 4.



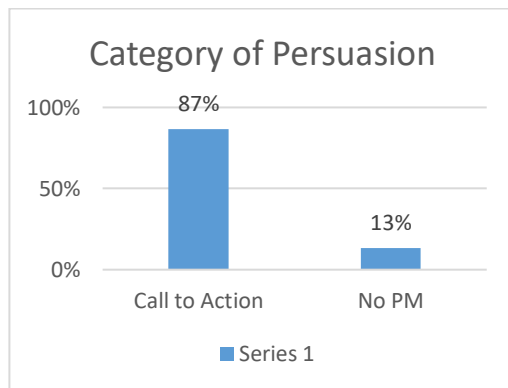
As what can be seen from Figure 4 the highest number of percentage refers to the number of video advertisement that does not contain service description with the percentage of 47%. However, when it comes to talk about the category of service description, feature & benefit reach the second dominant category with the percentage of 27%. What can be concluded from this data is that most of the video advertisement of the five major online shops do not always include service description within their generic structure. What can be further revealed from this data is the fact regarding the common function of each online shop, which is an e-commerce for online trading that works as a gathering platform for the sellers to place their products. Thus, it is not

significantly important for the online shop to highlight their service description other than in terms of the feature and the benefit, because they do not intend to sell the products as the main producers, they just provide the platform.

Persuasion

This type of generic structure is described as the message to persuade the audience to do an action and to notice what is offered by the advertised services or products in the video advertisement.

Figure 5.



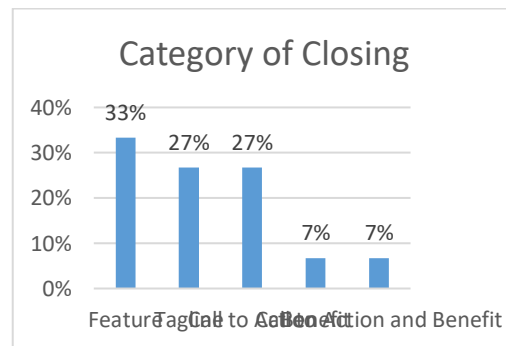
According to the figure, it shows that 87% of the video advertisements contain persuasion element of call to action type, and the rest do not contain persuasion element at all. This data

leads to the fact that the only effective way to persuade the audience is by utilizing call to action element, as believed by the majority of online shops chosen for this analysis.

Closing

As one of the dominant elements, it can be said that closing has important role in constructing online shop video advertisements, whatever category that it is identified by. In terms of the category, Figure 4.6 shows the result of the percentage of each category of closing as follows.

Figure 6.



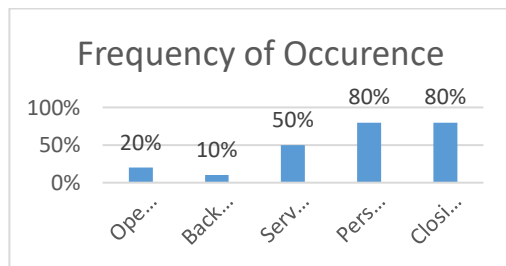
Based on Figure 6, the majority of online shop video advertisements make use of feature in their closing. 33% of them apparently opt to include feature of the online shop as the closing remarks of their video advertisements.

Based on the compilation of the result of generic structure element analysis along with further examination on the generic structure categories, it can be concluded there is a significant pattern of generic structure in video advertisements which are possibly not similar to the other kind of advertisements.

Copy Elements Distribution

The percentage of copy elements' frequency of occurrence in the generic structure of online shop video advertisement can be seen in following figure.

Figure 7.



As what can be seen from Figure 7, most of the copy elements are found in two generic elements, persuasion and closing. Both persuasion and closing have the percentage of 80% as the highest percentage. Regarding what copy

elements that both persuasion and closing contain, Table 4.4 displays the distribution of each copy element in persuasion and closing. From Table 4.4, it shows that the majority of copy elements located in persuasion is 'call to action' and the majority of copy elements located in closing is 'feature'. To see the frequency of each copy element's occurrence in the generic structure of online shop video advertisement, Table 4.5 provides the data in the form of percentage.

Table 2.

Frequency of Copy Elements' Occurrence

Copy Element	Types of Copy Element in Generic Structure	%	Total
Feature	Feature	36.1%	41.7%
	Feature & Benefit	5.6%	

	Feature & Call to Action	0.0%	
	Feature & Benefit & Call to Action	0.0%	
Benefit	Benefit	5.6%	13.9 %
	Feature & Benefit	5.6%	
	Benefit & Call to Action	2.8%	
	Feature & Benefit & Call to Action	0.0%	
Call to Action	Call to Action	50.0 %	52.8 %
	Feature & Call to Action	0.0%	
	Benefit & Call to Action	2.8%	
	Feature & Benefit &	0.0%	

	Call to Action		
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As shown in Table 2, the three copy elements that can be found in generic structure of online shop video advertisements are formed in different types of combination. The table attempts to group each copy element under its main element, and the result shows the dominant copy element in online shop video advertisement is Call to Action, with the total percentage of 52.8%. The second dominant element is Feature, with the percentage of 41.7%. Both Call to Action and Feature have actually reached high percentage in each single category, 50% and 36.1% respectively.

CONCLUSION

From this research about generic structure analysis of online shop video advertisements and how the copy elements are distributed, it can be concluded that even though the concept of online shop video advertisement is seemingly unstructured, there can be

found a certain pattern of generic structure to construct the whole idea of the video advertisement and a certain pattern of copy element distribution in the generic structure.

There are five generic structure elements that can be found in online shop video advertisements, namely Opening, Background, Service Description, Persuasion, and Closing. Each of the element is used and distributed in various ways in order to deliver the message intended in the video advertisement.

From the analyzed data, this study discovers that all of the video advertisements always include Background and Closing in the video advertisements, it leads to the fact that both Background and Closing are the obligatory elements in video advertisements, while the remaining elements, Service Description, Persuasion, and Closing, are left to be optional elements in video advertisement which may be included or left out. In online shop video advertisements, three major copy elements, Feature, Benefit, and Call to

Action, are included within the generic structure with the domination of Call to Action in Persuasion and Feature in Closing. It shows that in the case of video advertisements, the dominant copy elements in the generic structure of online shop video advertisements are Call to Action and Feature. Call to Action is mainly put in Persuasion, while Feature is mainly included in Closing. This also shows that to construct a video-based advertisement, all copy elements are not necessarily important to be included altogether. However, the most important elements to be emphasized in video advertisements are feature and call to action. For the case of video advertisements, the majority of the audience will be most likely to enjoy visual presentation. The visual presentation is helped with verbally presented material to leave certain marks in the customers' mind. From this analysis, the copy element of Feature and Call to Action is believed to the major thing that most online shop want to highlight the most in their advertisements.

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