

Construction of Company Self-Image Through Social Media Instagram in Semiotic Review

Desi Eka Nuryanti

Department of Islamic Communication and Broadcasting, Islamic Studies Faculty, Universitas Muhammadiyah Yogyakarta, Bantul, Indonesia, 55183
Email: desi.eka.fai20@mail.umy.ac.id

ABSTRACT

This article aims to analyze Bakpia Tugu Jogja's self-image through Instagram social media. This research is a field research with a qualitative approach. The problem raised by the author is: How is the construction of Bakpia Tugu Jogja's self-image on Instagram social media based on Ferdinand De Saussure's semiotic analysis? The focus of the research is Instagram Bakpia Kukus Tugu Jogja @bakpiatugujogja. The result obtained is that Bakpia Kukus Tugu Jogja has succeeded in building a self-image as food or souvenirs typical of Jogja. Bakpia Kukus Tugu Jogja has also succeeded in building an elegant image of local products.

Keyword: Construction, Company, Self-Image, social media, Instagram

INTRODUCTION

Social Media is also a place that is used to carry out social activities and join with many people from various regions. The word Social Media is increasingly popular when the Facebook and Twitter applications are becoming known by Internet users, this is what then makes Social Media and the Internet inseparable. Therefore, do not be surprised if when you hear the word Social Media, many people will immediately think of the Internet, Facebook, Twitter, Blogging, Youtube and all other applications that bridge the interaction of many people.

Bakpia Kukus Tugu Jogja is the first steamed bakpia in Jogja that combines the concept of traditional bakpia and modern bakpia. Bakpia is generally made with a roasting process, while Bakpia Kukus Tugu Jogja is made through a steaming process to produce a soft texture. Usually Steamed Bakpia is often used as a souvenir typical of Yogyakarta. Currently the Bakpia Kukus Tugu Jogja outlet itself already has around 8 official outlets, and 45 partner outlets spread across various regions (Pahlevi, 2021).

THEORITICAL REVIEW

Social media

Social media or social media is a media that is designed to facilitate the process of social interaction that is interactive or two-way. Social media is based on internet technology which changes the pattern of information dissemination which initially was from one audience to many audiences, and many audiences to many audiences (Paramhita, 2022: 42).

Meanwhile, according to Philip Kotler and Kevin Keller, social media is a means for consumers to share information in the form of text, images, video and audio with each other, and so do companies and vice versa (Kotler, Keller, 2012: 568).

Kaplan and Haelein stated that social media is a group of internet-based applications built on the ideological foundations of Web 2.0 in the form of a platform from the evolution of social media which led to the creation and exchange of User Generated

Content. Every year social media continues to develop significantly and emerge with various characteristics and uniqueness. This certainly makes the process of communication and information dissemination easier, which is the goal of using social media.

Instagram

Instagram is an application that is used to share photos or videos. Instagram is part of Facebook which allows our Facebook friends to follow our Instagram account. Instagram is increasingly popular because it can be used to share photos, causing many users to enter online businesses and then promote products sold via Instagram (Nisrina, 2015).

According to Bambang, Instagram is an application from a Smartphone specifically for social media which is a digital media whose function is almost similar to the Twitter application. The difference between Instagram and Twitter lies only in taking photos and forms or places to share information with their users. Through Instagram users can also provide inspiration and increase creativity, because Instagram has features that can edit to make it look

more beautiful, more artistic, and also better (Atmoko, 2012: 10).

Self-Image

In the Big Indonesian Dictionary (KBBI) image means (1) a noun, image, likeness, image, (2) an image that many people have about a person, organization, company, (3) a mental impression or visual image caused by a fact, phrases, or sentences, and are typical basic elements contained in a work of prose or poetry (In Ardianto, 2013: 62).

According to Ardianto (2013: 62) image is an image: the impression, the feeling, the conception which the public has of a company, a consciously created impression

of an object, person or organization (image is a feeling, public self-image of a company, organization, as well as institutions: the impression created by an object, person or organization.

Meanwhile, according to Ardianto (2013: 63) there are several types of images, namely: mirror image, current image, expected image, corporate image or corporate image, compound image. (multiple images).

METHOD

This study uses the constructivism paradigm, which is a view which states that the reality of social life cannot be seen as a natural reality but is formed from the results that have been constructed. The safe outcome of construction is to discover how events and realities are constructed, by what forms constructions are formed, by what studies constructions are formed.

In this study using qualitative methods, the data is collected in the form of words. This type of research uses descriptive research, namely research that has the aim of describing a phenomenon in depth through in-depth data collection (Kriyantono, 2009, p. 194). This descriptive research was obtained from signs or symbols contained in photos or videos on the Instagram account @bakpiatugujogja. The qualitative approach used is the theory of semiotic analysis developed by Ferdinand De Saussure. Which sign system includes 2 parts, namely signified (marker) and signifier (signified). Signifier refers to the physical appearance that has signs in the form of pictures, lines, colors, and sounds. Meanwhile, signified refers to the meaning contained in the sign of the physical appearance (Fanani, 2013).

Researchers analyze by observing photos and videos contained in the @bakpiatugujogja account and interpreting verbal and non-verbal messages from

uploaded accounts in forming self-image. In this study, the triangulation used was the data source, namely 4 posts in the form of photos or videos of Bakpia Kukus Tugu Jogja on their Instagram.

RESULT AND DISCUSSION

This research is divided into two categories, namely the context of verbal or non-verbal analysis. Verbally the author analyzes the description or information in the photo or video.

In accordance with Ferdinand de Saussure's semiotic analysis, it will be described here with an explanation of the signifier (marker) and signified (marker) contained in each category.

Results section should contain evaluation and exact description of achieved results. If the nature of a paper allows it, state the statistical significance of the results as well.

Table 1. Analisis of verbal messages 1 (figure 1)

Signifier (marker)	Signified (marker)
Bakpia food uses blangkon	Typical food from Java (Yogyakarta)
Jogja Monumen image	This image further strengthens the product image of bakpia tugu jogja which is a food originating from Yogyakarta
Toa speakers	Indicates there is an announcement or notification of information



236 suka

bakpiatugujogja Si Blangkon kece ajak konco buat dapetin Diskon 10Ribu nihh 🥰

Yukk cek postingan sebelumnya lurr, Promo berlaku untuk 7-10 November 2022 dan Hanya berlaku di jam 15:00 s/d 17:00

Masmin tunggu di toko ya lurr ❤️

Table 1. Photo post of Bakpia Kukus Tugu Jogja, 8 November 2022

In this post Bakpia Kukus Tugu Jogja tries to provide information that they are holding a promo,

to attract public attention, the post is made in such an interesting way. The picture of bakpia using a blangkon is also not left behind, this can be compared to that Bakpia Steamed Tugu Jogja is a food originating from Jogja, according to the color pattern of the blangkon which is very identical to the Jogja blangkon. As according to (Ardiyanto, 2013) that image is something that is deliberately built through an image or message. The image that I want to show in this post is bakpia tugu as a typical Jogja food that can be purchased as souvenirs.

Table 2. Analisis of verbal messages 2 (figure 2)

Signifier (marker)	Signified (marker)
Bakpia food uses blangkon	Typical food from Java (Yogyakarta)
Mosque Tower	This image of the minaret of the mosque symbolizes Islam, this image is used because this post is promoting that the steamed bakpia tugu Jogja will be present at the halal fest event.
Monumen Jogja Image	This image further strengthens the product image of bakpia tugu jogja, which is a food originating from Yogyakarta
Car	A car is one of the means of land transportation, the image of a car here has the meaning of going on a journey



Table 2. Photo post of Bakpia Kukus Tugu Jogja, 2 November 2022

In this post, Bakpia Tugu Jogja wants to inform the public and consumers that they will attend the Halal Festival, indirectly also giving information that Bakpia Tugu Jogja is food that is definitely halal.

The image that I want to build in this post is Bakpia Tugu Jogja as halal food, typical Jogja souvenirs.

Table 3. Analisis of verbal messages 3 (figure 3)

188 suka bakpiatugujogja Lurr masmin dolan nang Jogja Halal Fest (JHF) !!	JHF menjadi salah satu event halal terbesar di Indonesia yang bertujuan untuk meningkatkan kesadaran masyarakat terhadap pentingnya gaya hidup halal.
👤 Hadir dan meriahkan !! Kamis, 3-6 November 2022	
📍 Tempat Jogja Expo Center (JEC), Bantul, Daerah Istimewa Yogyakarta	
Yuk buruan ke Jogja Halal Fest dan kunjungi Booth Bakpia Tugu Jogja 🍪	
Signifier (marker)	Signified (marker)
People wear blangkon	Blangkon is a male head covering in Javanese traditional clothing. The blangkon with a motif like the one in this picture is a Yogyakarta regional motif.
Jogja Monumen image	This image further strengthens the product image of bakpia tugu Jogja which is a food originating from Yogyakarta
Surjan's lurik clothes	Clothes with brown striated motifs are the hallmark of Yogyakarta regional clothing, and are often worn by courtiers



386 suka

bakpiatugujogja Nih masmin kasih liat set up pro player ala Bakpia Mania!

Tapi sebenarnya amunisi mabar yang paling penting itu cemilan, jadi masmin selalu siapin Bakpia Kukus Tugu Jogja buat nemenin mabar 🎮

Yukk para gamers siapin cemilan Bakpia Kukus Tugu Jogja varian favorit kalian.. 😎

Lihat semua 18 komentar

bakpiatugujogja Halo Kakak 😊👍

Untuk informasi perihal pemesanan dan pengiriman bisa langsung menghubungi customer service kami di: [...]

Table 3. Photo post of Bakpia Kukus Tugu Jogja, 19 Oktober 2022

This post really highlights Javanese elements, especially the Yogyakarta area. This can be seen from the photo of Mimin wearing Yogyakarta traditional clothes. As according to (Suprihatin, 2019) which argues that something is said, used, and something.

The image that I want to build in this post is Bakpia Kukus Tugu Jogja which is a typical Jogja souvenir that can be used as a snack companion when doing activities such as playing games.

Table 4. Analysis of verbal messages 4 (figure 4)

Signifier (marker)	Signified (marker)
Bakpia food uses blangkon	Typical food from Java (Yogyakarta)
Jogja Monumen image	This image further strengthens the product image of bakpia tugu jogja which is a food originating from Yogyakarta

Big packs and small packs

This picture shows that the Jogja monument steamed bakpia doesn't only have one size



653 suka

bakpiatugujogja Lurr yang masih bingung masmin kasih tau perbedaan Reguler Pack dan Travel Pack. Untuk hantaran bisa banget nih packaging yang lebih Premium yaitu Reguler Pack, dan untuk yang lebih simple bisa beli Travel Pack ya lurr 🥰

Kalian lebih suka beli yang mana nih lurr?

#packaging #regulerpack #travelpack #bolukukus
#bakpiakukus #bolukukustugujogja
#bakpiakukustugujogja #tugujogja
#bakpiakukusjogja #cemilanjogja #kulinerjogja
#oleholehjogja #cemilananak #cemilan
#bakpiatugujogja #jogja

Table 4. Photo post of Bakpia Kukus Tugu Jogja, 8 November 2022

This picture shows that Bakpia Kukus Tugu Jogja has two sizes, namely large and small. The small size makes it easier for buyers if they just want to try it first, or if they are going to use it for events such as souvenirs.

The image that I want to build in this post is the very elegant bakpia packaging. With prices that are still affordable, buyers can buy products that taste good and the price is not too expensive.

Bakpia Kukus Tugu Jogja has managed to build a good image that is able to convince buyers that this

product is indeed a Yogyakarta-style souvenir. Most buyers are tourists who come from outside Jogja so when they buy souvenirs they are more likely to see the product from the name or packaging.

Bakpia Kukus Tugu Jogja has also succeeded in building a good image as a local product that has an elegant packaging design and tastes delicious.

CONCLUSION AND RECOMMENDATION

It can be concluded that in the construction of self-image on social media Instagram, Bakpia Kukus Tugu Jogja has succeeded in building a positive self-image, namely as a typical Jogja food product. Continue on the @bakpiatugujogja account to create more varied content, or you can add other social media accounts.

For further research it is expected to further develop theories related to semiotic analysis, especially the theory that has been developed by Ferdinand De Saussure.

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