PESAN PESAN PERSUASIF VIDEO ANIMASI KAMPANYE SOSIAL "BERSATU UNTUK INDONESIA" (ANALISIS ISI VIDEO *YOUTUBE* GRAB INDONESIA)

ABSTRAK

Covid-19 memberikan dampak terhadap kesehatan, ekonomi, dan sosial masyarakat. Program penanggulangan Covid-19 pun mulai banyak dilakukan, salah satunya perusahaan Grab yang membuat program kampanye sosial "Bersatu Untuk Indonesia". Kampanye sosial berbentuk video animasi pada akun Youtube Grab Indonesia bertujuan untuk mempersuasi masyarakat agar turut serta membantu korban terdampak Covid-19 dengan melakukan donasi.

Tujuan penelitian ini untuk mengetahui apakah video animasi kampanye sosial "Bersatu Untuk Indonesia" menggambarkan pesan persuasif berdasarkan unsur verbal dan non verbal yang terdapat pada video tersebut dengan menggunakan pendekatan kuantitatif metode analisis isi. Populasi penelitian terdiri atas unsur verbal (23 lirik, 9 teks) dan unsur non verbal (24 ilustrasi, 21 gerakan, 21 latar, 25 audio, 25 warna). Data dianalisis secara deskriptif, disajikan dalam frekwensi dan persentase. Koding dilakukan oleh 2 orang, untuk menjamin objektivitas menggunakan reliabilitas antarkoder dengan formula Scott.

Hasil yang didapat bahwa video animasi "Bersatu Untuk Indonesia" mengandung muatan pesan persuasif cukup banyak yaitu unsur verbal berupa lirik (96%), teks (100%) dan unsur non verbal berupa ilustrasi (83%), gerakan (71%), latar (52%), audio (44%), dan warna (76%). Hasil kategorisasi isi pesan persuasif antarkoder menghasilkan bobot persentase yang besar untuk kategori ajakan pada unsur verbal dan kategori komplemen pada unsur non verbal. Nilai Reabilitas tinggi terdapat pada unit analisis teks, lirik, ilustrasi, gerakan, dan latar, lalu nilai reabilitas rendah terdapat pada audio dan warna.

Kata Kunci: Pesan persuasif, kampanye sosial, video animasi

PERSUASIVE MESSAGES SOCIAL CAMPAIGN' ANIMATION VIDEO "UNITY FOR INDONESIA" (CONTENTS ANALYSIS OF GRAB INDONESIAN'S YOUTUBE VIDEO)

ABSTRACT

Covid-19 has an impact on people's health, economy and social. Many Covid-19 prevention programs have started to be carried out, one of which is the Grab company which has created the "United For Indonesia" social campaign program. The social campaign in the form of an animated video on the Grab Indonesia Youtube account aims to persuade the public to participate in helping victims affected by Covid-19 by making donations.

The purpose of this study was to determine whether the animated video for the social campaign "United for Indonesia" depicts a persuasive message based on the verbal and non-verbal elements contained in the video using a quantitative approach to content analysis methods. The research population consisted of verbal elements (23 lyrics, 9 texts) and non-verbal elements (24 illustrations, 21 movements, 21 backgrounds, 25 audio, 25 colors). Data were analyzed descriptively, presented in frequency and percentage. The coding was carried out by 2 people, to ensure objectivity using the inter-coder reliability with Scott's formula.

The results obtained that the animated video "United for Indonesia" contains quite a lot of persuasive messages, namely verbal elements in the form of lyrics (96%), text (100%) and non-verbal elements in the form of illustrations (83%), movement (71%), background (52%), audio (44%), and color (76%). The results of the categorization of the content of persuasive messages between coders resulted in a large percentage weight for the invitation category for verbal elements and complementary categories for non-verbal elements. High reliability values are found in the text, lyrics, illustration, movement, and background analysis units, then low reliability values are found in audio and color.

Key Words : Persuasive Message, Social Campaign, Animation Video