

Semiotic Analysis of Bca Advertisement: “Don't Know? Kasih No! “As A Communication of *Phishing* Prevention Efforts

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Abstract

Semiotics is the study of signs and signaling systems that enable communication, especially in conveying meaning across various cultural contexts. In BCA's advertisement “Don't Know? Kasih No!”, semiotics is used to convey phishing prevention messages through signs that the audience understands, thus educating the public regarding digital security. This research uses a qualitative approach with the Peirce semiotic analysis method to examine the meaning in BCA's advertisement “Don't Know? Kasih No!” on Youtube as a Social Media Platform. Data collection techniques through documentation studies and data analysis using Charles Sanders Peirce's semiotic analysis method, which identifies meaning through a triadic model that includes representamen/sign, object, and interpretant. The results showed that BCA's “Don't Know? Love No!” successfully educates the public about online fraud awareness through humor and Indro Warkop, which enhances the emotional connection with the audience. The positive response from the audience shows that the combination of entertainment and an important message about personal data protection is very effective, making it one of the best educational ads of 2023. Semiotic analysis revealed the use of icons, indices and symbols that reinforce the fraud prevention message, demonstrating BCA's commitment to its customers' data security.

Keywords: Semiotics, Advertising, Phishing, Communication

INTRODUCTION

Basically, semiotics is the study of signs, which comes from the Greek word “semeion” meaning sign. Semiotics involves analyzing various objects and events in culture that function as signs to convey meaning (Siregar & Wulandari, 2020). The field studies the various systems of

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signification that enable communication between individuals and communities, using signs as a link. Thus, semiotics plays an important role in understanding how signs can effectively convey messages and change a person's way of thinking or perception (Sasmita, 2017). In the world of advertising, semiotics is a tool to examine how a message is constructed through signs and how the audience understands the message.

One of the main figures in semiotics is Charles Sanders Pierce, who developed a logic-based semiotic theory. Pierce introduced the concept of the trichotomy of signs, which consists of icons, indices, and symbols (Budiman, 2011). Icons represent objects based on similarity of form, while indexes are based on causal relationships or existential proximity between the sign and its object. Symbols, on the other hand, are signs that rely on social convention or agreement without a direct relationship to the object (Liani & Wienanda, 2019). Pierce's triadic structure, involving the representamen, object, and interpretant, serves to show that meaning is formed through a process of interaction between these signs. This perspective allows for an in-depth analysis of advertising as a medium of communication that contains complex messages encased in signs.

BCA's advertisement with the slogan "Don't Know? Kasih No!" is BCA's attempt to convey a security message to the public to increase awareness of phishing threats, especially in the realm of digital banking. The ad is played by comedian and actor Indro "Warkop" whose "Don't Know? Kasih No!", pronounced 'dono casino', is similar to the names of Warkop DKI members Dono, Kasino and Indro. With this slogan, BCA is trying to create public awareness about the importance of maintaining the confidentiality of personal information and encouraging vigilance in receiving suspicious data requests. However, the meaning of the message in this advertisement is inseparable from how the signs displayed can be understood and interpreted by the audience. Therefore, semiotic analysis, especially Pierce's approach, becomes relevant to examine how the icons, indexes and symbols in this advertisement work to create meaning.

There have been many studies related to semiotics in advertising, but the majority of studies focus more on analyzing commercial product advertisements without discussing advertisements that function as educational media or public security, especially in the context of digital banking. Many previous studies have focused on signs and symbols in advertisements for beauty, lifestyle and daily needs products (Pohan, 2021). However, research that discusses semiotics in the context of cybercrime prevention, especially through banking service advertisements, is still minimal. This gap provides an opportunity to review how advertising can function more than just product promotion, but also as an educational tool that conveys threat



prevention messages in the digital era. Some previous studies, such as those conducted by Tanjung (2017) and Halensiana & Pramonojati (2016), used Roland Barthes' semiotic theory to analyze cultural meanings in advertisements, focusing on how signs in advertisements can depict cultural aspects of society. For example, Tanjung (2017) discusses the meaning of Bhineka Tunggal Ika in Bukalapak advertisements on YouTube, while Halensiana & Pramonojati (2016) highlight the culture of Lebaran in Ramayana advertisements. These studies emphasize the importance of visual and symbolic elements in conveying the cultural values that companies want to convey through their advertisements.

Other studies by Sukendro (2019) and Dewi (2013) also highlighted how signs and symbols can create certain brand associations. Sukendro (2019) used Roland Barthes' semiotic analysis to understand the use of hashtags in Tokopedia advertisements on YouTube, reflecting modern digital trends in marketing. Dewi (2013) used Peirce's semiotic theory to analyze the representation of Muslim clothing in Wardah advertisements, but focused on print media. Peirce's approach was also used by Rahmatullah & Ratna Sari (2018), who analyzed Bukalapak's advertisements on YouTube and showed how Peirce's triangle of meaning (icon, index, and symbol) can help marketers convey messages more effectively on social media.

Thus, the novelty of this study is its focus on analyzing semiotic signs in advertisements with a preventive purpose, specifically in preventing phishing through BCA advertisements on YouTube. Unlike previous studies that generally aim to understand brand associations or cultural aspects in advertisements, this study examines how advertisements are used to build public awareness related to digital security through a semiotic approach. This research is unique in examining BCA advertisements from a semiotic perspective as a form of preventive communication, especially in the context of the digital banking world that is vulnerable to cyber attacks such as phishing. Thus, the purpose of this study is to analyze the signs contained in BCA's advertisement "Don't Know? Kasih No!" ad by using Pierce's semiotic approach.

Therefore, this research also aims to identify the icons, indexes, and symbols used in BCA advertisements that convey phishing prevention messages to a wide audience. The benefit of this research is to provide insights for advertising practitioners and banking companies in creating effective campaigns through signs and symbols. The results of this research are also expected to be a reference for future studies in the realm of semiotics of educational advertising, especially in the context of digital security. With the increasing threat of phishing in the digital era, this research can contribute to developing effective communication strategies to protect the public from



cybercrime.

THEORY

Phishing

Phishing is a form of cybercrime that involves falsifying data on a fake website that looks similar to the original site, with the aim of obtaining another person's identity and using it illegally without the owner's knowledge (Hidayat et al., 2023). This scam is carried out by cybercriminals to obtain personal data such as passwords, codes, credit card numbers, and other sensitive information through disguising themselves as trustworthy individuals or organizations (Vadila & Pratama, 2021). Phishers usually send fake messages that look like official emails or texts, often containing links that direct victims to fake websites that mimic official sites. There are various modus operandi used in phishing, including phishing emails that send official-looking emails from trusted organizations, phishing websites that create illegal websites resembling genuine sites such as banks or social media platforms, and phishing instant messages that spread messages through platforms such as WhatsApp, SMS, or Telegram, containing links or attachments that redirect to illegal websites or embed malware (Ardy et al., 2024).

For individuals, the main impact is financial loss due to the theft of credit card data or banking information (Darmaningrat et al., 2022). In addition, identity theft can cause long-term problems, such as reputational damage and difficulty accessing financial services (Fatimah, 2017). For society, the high incidence of phishing can reduce trust in digital transactions and slow down the adoption of new technologies (Butarbutar, 2023). Internet users who are less vigilant become the main target of cyber criminals in launching phishing actions (Syah, 2023). This is due to several factors, including a lack of education and digital literacy, which makes many people unaware of how phishing works and how to protect themselves from this crime. In addition, the carelessness of users who are often tempted by attractive offers or information that seems credible without verification first, as well as increasingly sophisticated phishing technology, also increases the risk of becoming a victim (Wijaya & Nurnawati, 2022).

Advertising

The demands on companies today are not only to produce good products or services but also to be able to inform consumers about the advantages of the product, embedding it into the minds of consumers. So that companies need to carry out effective promotions. This promotion is



intended to be able to retain old customers as well as acquire new customers. One of the mass promotions that companies often use is through advertising. Advertising or advertising according to Ogah & Abutu (2021) is an element of marketing communication that is non-personal (requires mass media), persuasive, paid for by sponsors, and distributed through mass communication channels to a wide audience to promote goods or services owned by the company.

Meanwhile, advertising is an activity to change and influence views, opinions, attitudes, and behavior to systematically spread views, or doctrines, beliefs that reflect certain interests and ideologies (Shah & Asghar, 2023). Advertising is a form of indirect communication that contains information about the advantages and benefits of a product, which is made in an attractive way to be able to foster a sense of pleasure and change the minds of viewers to then make a purchase. The purpose of advertising according to Terence A. Shimp (Halensina & Pramonojati, 2019) include: 1) providing information or informing with advertising so that consumers will know, educate about the various features and benefits of a product brand while facilitating a positive image of the brand. 2) persuading, meaning that effective advertising can foster a sense of wanting to try the advertised product, service and ultimately a purchase decision; 3) reminding or reminding, where advertising can make audiences remember the products offered; 4) adding value or providing added value by increasing brand innovation and quality by influencing audience perceptions; 5) assisting or assisting, namely facilitating the company's business in the marketing communication process.

The Semiotic Theory of Charles Sanders Pierce

Semiotics is the science used to interpret signs or messages that occur in the communication process. The semiotic tradition consists of a collection of theories about how signs represent ideas, objects, situations, feelings, circumstances, and conditions outside the sign, which not only provides a way of looking at communication but also as a strong influence on almost all perspectives applied to almost all aspects of life. Where semiotic thinking involves the basic idea of the triad of meaning which emphasizes that meaning arises from the relationship between three things, namely the object (or object of interest), humans as interpreters, and the sign itself (Eskola, 2021). The word semiotics according to Charles S Peirce (1931) is a synonym for the word logic. Logic studies how people reason. The fundamental reasoning according to Charles S Pierce's hypothesis is through signs that allow humans to be able to think, relate to others, and give meaning to what is in the universe. Semiotics according to Charles S Peirce is an action



(action), influence (influence), or cooperation between three subjects, namely the sign (sign), object (object), and interpretant (interpretant). Ibrahim & Sulaiman (2020) explain that semiotics is an analytical method used to study signs. A sign is something that represents something else. Something in this case can be a thought, experience, idea, or feeling. Advertising in the context of semiotic studies is an effort to convey messages using a set of signs in a system. In the study of semiotic analysis, Charles Sanders Peirce is known as Peirce's triadic theory of meaning with three elements, namely: Representamen (sign) or something that represents something else / representamen, something represented or object, and interpretant or someone's interpretation of the sign (Moradi, 2023).

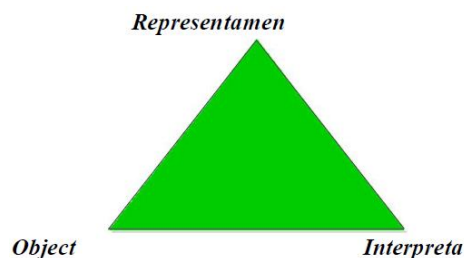


Figure 1. Charles Sanders Pierce's Trichotomy Model

Source: Wulan & Siregar: 2020

Based on the object, Peirce then divides signs into icons (icon), indexes (Index), and symbols (symbol), as seen in the following table (Gurning, 2020).

Table.1 Distribution of signs according to Charles Sanders Peirce

Types of Signs	Sign Relationship with Source Reference	Example
Icon	There is a relationship between the signifier and the sign that has similarities	Photo or map
Index	Shows the natural relationship between the sign and the sign that is cause and effect	Black smoke means fire
Symbol	Indicates a natural relationship between the signifier and the sign that is arbitrary	Symbol of agreement in society

RESEARCH METHODOLOGY

Research Design



This research uses a qualitative approach with the Charles Sanders Peirce semiotic analysis method to examine the meaning contained in BCA's "Don't Know? Love No!" advertisement in online media. The qualitative approach was chosen because it aims to understand phenomena in depth in a particular context, and focuses on the meaning and perception of signs in advertisements (Lim, 2024). This qualitative research emphasizes the researcher as the main instrument who collects data through documentation studies and in-depth analysis of visual and verbal components in BCA advertisements. Descriptive qualitative research allows researchers to observe and analyze phenomena such as behavior or actions holistically, which in this context is the use of signs in the BCA advertisement.

Data Collection Technique

The data collection technique in this research is documentation study. Researchers collected data in the form of advertising documents and various related publications found in online media. The BCA advertisement "Don't Know? Love No!" was downloaded from the YouTube platform and then cut into several scenes or parts using software on a laptop to facilitate analysis. This documentation study includes searching, collecting, and sorting out relevant scenes to be semiotically analyzed (Bateman, 2022).

Data Analysis Technique

The data were analyzed using Charles Sanders Peirce's semiotic analysis method, which identifies meaning through a triadic model that includes the representamen/sign, object, and interpretant (Syahminan & Rasyid, 2022; Syahminan & Rasyid, 2022). The analysis was conducted in three stages: data reduction, data presentation, and conclusion drawing and verification in accordance with Miles and Huberman's interactive analysis technique. Data reduction is a process of simplifying data that allows researchers to filter out important parts of the advertisements. Furthermore, the data is presented in a format that facilitates interpretation, and the last stage is conclusion drawing and verification to ensure the accuracy of the interpretation of the meaning of the signs in the advertisement.

To test the validity of the data, this research uses triangulation techniques, particularly technical triangulation. This technique involves verifying the results of the documentation by observing the advertisements and related publications found online, thus allowing validation of data from various sources. This triangulation ensures the convergence of data obtained through



documentation studies and online media (Sugiyono & Lestari, 2021).

RESULTS AND DISCUSSION

BCA's advertisement with the slogan "Don't Know? Love No!" aims to educate the public about being aware of online fraud. In the video, BCA uses a concept that is close to the public through collaboration with Indro Warkop, one of Indonesia's comedy legends. The main message of the ad is that if one feels unsure or does not recognize information or requests given by unknown parties, it is advisable to reject or ignore them. With humor and a nostalgic message, this ad effectively conveys the importance of protecting personal data and preventing fraud in the digital era. The thumbnail view of this ad is presented in the following figure.



Figure 2. Thumbnail view of BCA Ad: Don't Know? Love No!

Audience response to this ad was very positive, with many comments appreciating BCA's creativity and educational approach. Comments from users such as GadgetIn and ferdinanalamsyah4169 mentioned that the relatively long duration of the ad (4 minutes) was still interesting because of the balanced educational and entertainment message. Audiences feel connected through the figure of Indro, who reminds them of the legendary characters Dono and Kasino. This gives a deep and touching impression to the audience, while strengthening the value of the data protection message with an emotional and entertainment touch.

Several comments also praised the creative team and execution of the ad, rating the idea and execution as "genius" and "down to earth." Many were inspired by the mix of humor and pathos, where the ad not only entertained but also provided important education. The success of this ad can be seen in the number of views and likes, as well as the audience reaction that deemed it one of the best educational ads of 2023. With an out-of-the-box approach and strong

storytelling, this ad succeeded in building public awareness while paying tribute to Indro Warkop's two best friends, Dono and Kasino.

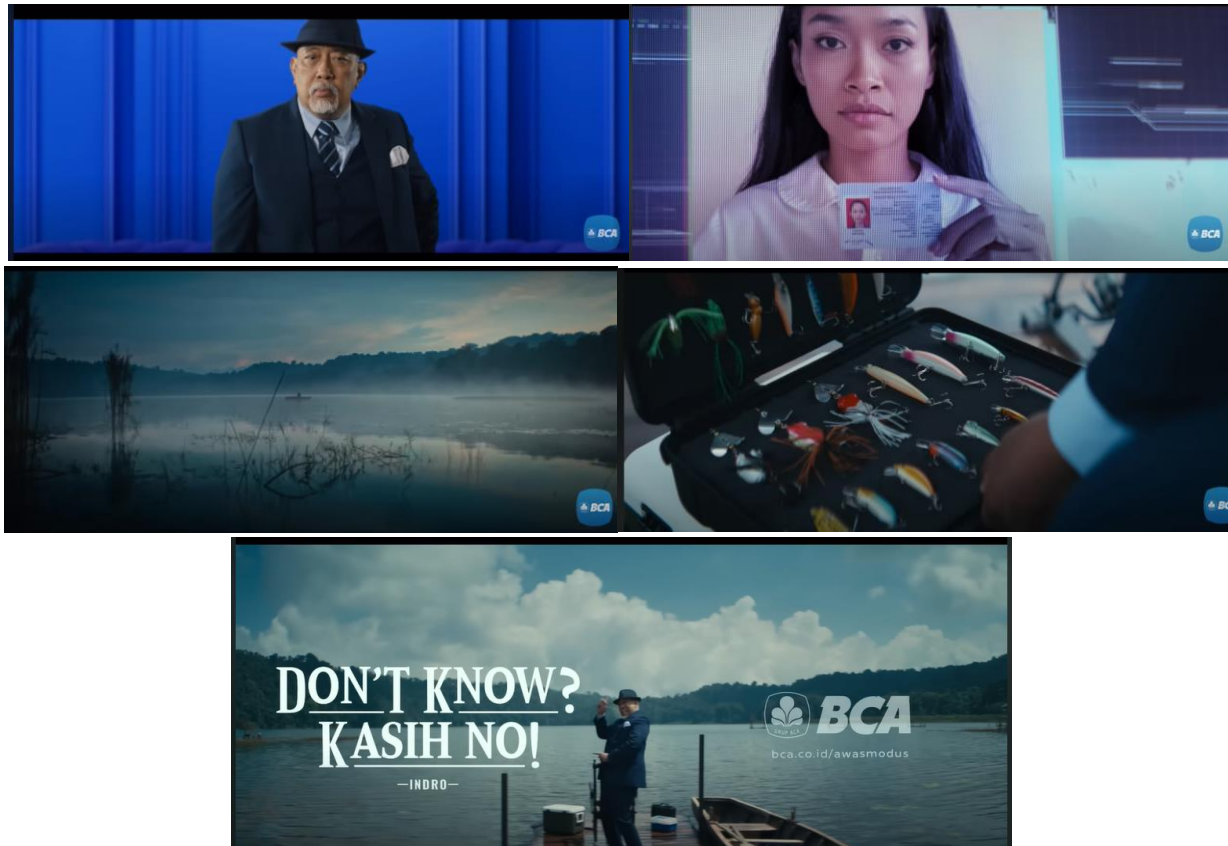


Figure 3. BCA Ad Video Trailer: Don't Know? Love No!

Charles Sanders Peirce's semiotic analysis identifies a triadic model that includes icons, indexes, and symbols. The following is an analysis based on the BCA advertisement "Don't Know? Love No!"

Icon

An icon is a sign that has a resemblance or representation of the original object, thus helping the audience understand the message intuitively (Sari et al., 2022). In the context of BCA's "Don't Know? Love No!", the presence of Indro Warkop as an icon not only depicts a humorous public figure, but also displays a wise character that is widely recognized by the Indonesian people.

Indro who appears as a narrator makes the audience feel closer and easier to accept the message conveyed. This is in accordance with Kayler's (2020) research which states that the use of public figure icons can strengthen the emotional connection with the audience, making the message more effective.

In addition, the scene of Indro fishing in the ad serves as an icon that represents the analogy of phishing or "fishing" for personal information. The hooked fish symbolizes people caught in a fraudulent scheme, where they are unaware of the threat behind the attractive-looking bait. This supports the theory that icons can play an important role in depicting hidden messages, so that audiences can understand the potential dangers in an easy-to-understand way (Isaiah, 2022).

As the icon in this ad, the scene and the main character successfully convey the phishing prevention message in a more persuasive and informative way. Indro is not only an entertaining character but also provides a warning for the public to be more vigilant. This is reinforced by research that shows that icons representing public figures with certain characters are able to have a positive impact in increasing audience awareness of the topic conveyed (Zakiyyah & Kurniawati, 2023).

Index

An index is a sign that shows a causal relationship or closeness between the sign and its object (Naililhaq, 2020). In this BCA ad, the scene where the fish is hooked without realizing the danger is an index of a situation that often occurs in the real world in the form of digital fraud. By using the fishing analogy, this ad provides direct clues for the audience about the risks faced if they are not careful in safeguarding personal data. This is relevant to Dressman's (2016) research which found that indexes in advertisements serve to provide direct cues that can be recognized by the audience, making the message easier to understand.

Indro Warkop's serious expression when giving a warning in the ad is also an index that shows the urgency of the message conveyed. By combining humor and serious intonation, this ad emphasizes that although the message is delivered lightly, the risk of digital fraud is something that must be taken seriously. This is in line with the research of Nabi et al. (2007) which showed that the combination of humor and seriousness in advertising can increase the effectiveness of message delivery, especially for important topics such as fraud prevention.

By combining various visual and verbal elements as an index, the ad successfully directs



the audience's attention to the real risks faced daily in the digital world. The index reinforces the main objective of the ad as an awareness campaign, where audience understanding of phishing risks is key. The use of indices in advertising is an important strategy to illustrate situations that are recognizable and relevant to the audience's daily experiences.

Symbol

Symbols are signs that have meaning based on social agreements or conventions (Budiman, 2011). In the BCA advertisement, the slogan "Don't Know? Love No!" becomes a symbol that serves as a call not to provide personal information to unknown parties. This short and memorable phrase encourages an attitude of caution and vigilance, which is the main message in the ad. This symbol shows that BCA is committed to maintaining the security of its customers' data, and encourages the public to take simple but effective precautions. This is supported by Yuliyanto & Zulfinigrum's research (2023) which found that symbols in advertisements can help audiences remember the main message better.

At the end of the ad, the BCA logo and the company's signature blue color appear as symbols of a trustworthy institution. This not only strengthens the credibility of the message but also instills the impression that BCA is a financial institution that maintains the safety and comfort of its customers. According to research by Muttaqin et al. (2023), logos and corporate colors in advertisements serve as symbols that increase consumer trust in the brand.

By utilizing a strong and memorable symbol, this BCA advertisement emphasizes the importance of personal data security in the digital era. The combination of the slogan and other visual elements as symbols ensures that the anti-phishing campaign message is widely accepted by the audience. This symbol supports the company's communication strategy in maintaining its reputation and showing concern for its customers, in accordance with research that states that symbols can help in building a good corporate image in the eyes of consumers.

CONCLUSION

This study found that BCA's "Don't Know? Love No!" effectively uses icons, indexes, and symbols to convey phishing prevention messages. Through Peirce's semiotic approach, an in-depth understanding of how the visual and verbal elements in this ad serve to reinforce the educational message was obtained. The presence of public figures such as Indro Warkop as icons and the use of symbols such as slogans and the BCA logo succeeded in building awareness of the



risks of phishing in a persuasive, relevant, and easily understood manner by the public. The implication of this research is that semiotic elements such as icons, indexes, and symbols in advertisements can strengthen the message to be conveyed, especially in social awareness campaigns. In the context of phishing prevention, this communication strategy not only educates but also increases the audience's trust in banks as institutions that are committed to protecting their customers' personal data. By understanding these symbols, the public is expected to be more cautious and reject requests for personal data from unknown parties. As a suggestion, similar advertisements in the future should maintain a combination of humor and seriousness to attract attention and emphasize the importance of the message. The use of public figures relevant to the target audience as well as easily recognizable symbols can also strengthen emotional attachment and message acceptance. This communication strategy can be extended to multiple platforms and use stronger storytelling techniques to make the digital safety education campaign more effective and impactful.

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