

A Small Actions to Big Impacts: Environmental Concern Messages in Gojek Youtube Ads #Dariaksikecil

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Amelia Umi Pratiwi *
Universitas Muhammadiyah
Surakarta
1100210164@student.ums.ac.id

Riski Apriliani
Universitas Muhammadiyah
Surakarta
ra124@ums.ac.id

*) *Corresponding Author*

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ABSTRACT

Purpose – This study aims to analyze the representation of educational message in Gojek’s commercial ad on YouTube, Roland Barthes’s semiotic approach is used for the analysis. In addition to merely promoting services, in the context of digital ad, the state of understanding Gojek also contains embedded messages related to safety, health, and social issues. In relation to this,

Method – The study applies the qualitative method and content analysis technique to identify the visual, text, and audio elements of ads that carry an educational message in them. The ads documentation was carried out by collecting the Gojek commercials in its YouTube channel. The identification of educational messages was analyzed using Barthes’s concepts of denotation and connotation in order to derive the connotation incorporated in the signs

Findings – The study reveals that in the commercials under study, Gojek sends educational messages through symbols that touch upon everyday life but convey a deeper message in the form of social responsibility and safety. The receivers of such state of understanding respond to the Gojek’s educational approach positively as it incites the demand for services and makes a positive impact on society. Therefore, it is concluded that Gojek successfully uses YouTube commercials to educate the target audience and enhance the popular image of the service.

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INTRODUCTION

Indonesia faces increasing environmental challenges due to the growing problem of waste management, which stems from the increase in waste volume every year. National Waste Management Information System data from the Ministry of Environment shows that Indonesia produces between 31 and 35 million tons of waste every year, with more than 30 percent of the

total still unprocessed and posing a risk of environmental pollution (Dwityas, 2021). The majority of waste comes from household activities that show high consumption patterns among the population and their limited ability to separate waste. People need to understand their role in environmental protection because governments cannot deal with environmental issues alone, the private sector needs to join educational campaigns to achieve success. A Gojek ad entitled #DariAksiKecil shown on YouTube shows how companies use digital media to demonstrate their commitment to environmental sustainability through the GoGreener program, while their ads serve as a service promotion tool and method to increase public understanding of the importance of individual actions in addressing environmental problems.

Today's advertising technology not only functions to promote products or services, but can also educate the public through the advertisements displayed. Fish can be said to be effective if the goals conveyed in the advertisement can be achieved which are expected and can influence consumers regarding purchasing decisions or conveying clear and impressed information (Mulyana, 2019). In the current digital era, especially digital advertising in the context of industry 4.0 which is characterized by the increasing development of technology using social media, it is a necessity to carry out company promotion and marketing strategies (Laily & Syam, 2021). The use of social media is supported by technological developments that make it easier for someone to access information and change the perspective of previously traditional advertising to become modern as it is today (Yuliyanto and Zulfiningrum 2023).

Advertising is not only a means of socialization and understanding of society, but an effort to reach and level social issues and as a means of public socialization media (Habsari, 2016). The development of the number of social media users in Indonesia can be seen from the number of users which has increased rapidly over the last year or so in 2024. The growth in the number of social media users on various platforms in Indonesia can be seen based on data on the development of significance in the number of social media users on various platforms in Indonesia in 2024. There are 139 million users. YouTube is the most popular ranked video platform in Indonesia, which has 139 million users in Indonesia. YouTube's reach can reach 50% of the total population in Indonesia, which makes it the most effective social media to attract a large audience (DataReportal, 2024).

This shows that YouTube plays an important role in connecting internet users in the country to carry out advertising promotion strategies or social campaigns to the public, making the best use of YouTube social media as a digital advertising marketing medium. Using the digital advertising strategy YouTube social media platform is one of the right choices for business marketers, one of which is Gojek sharing several campaign advertisements, one of which is environmentally conscious advertisements #DariAksiKecil on YouTube which helps in the digital marketing strategy process which involves business partners to contribute and make customers' main choice by making the business environmentally friendly (Ziyadin et al, 2019).

The Gojek gogreener program collaborates with waste4change, which is a social company in the field of entrepreneurship, to provide solutions to waste problems that invite business partners to sort and increase awareness of the importance of being environmentally friendly by facilitating and accelerating digital technology advances for business partners to contribute and

practice business that will be environmentally friendly and have a good impact. Gojek also collaborates with Avani Eco & Kertabumi Recycling Center, which is a company that handles and produces environmentally friendly products that can be recycled. The Gojek #DariAksiKecil YouTube advertisement was chosen as the object of analysis because it presents a relevant theme, a form of environmental care, which has an impact on reducing total spending receipts which can be exchanged by sending waste to earn additional income while preserving it to be environmentally friendly. Apart from that, the advertisement was published on April 11 2022 with a duration of 1 minute 50 seconds which can attract the public more than 700 thousand views of YouTube shows to date.

The Gojek #DariAksiKecil advertisement became the subject of research because it contained several strong academic reasons to investigate. The advertisement presents an environmental theme through its digital application services, making it suitable for analysis of how technology companies create environmental protection messages through their advertisements. The campaign serves as a complete enterprise program as it supports GoGreener activities that include collaboration between business partners and various organizations to authenticate advertising content analysis through its linkage to corporate social responsibility activities. The ad achieved its publication goal through YouTube allowing a wide audience to access its content, while its digital audio-visual attributes demanded analysis through Roland Barthes' semiotic approach. The researchers chose this advertisement because of the recognition of the Gojek brand and its academic value through the potential of advertising research in a digital context, its thematic relevance and its symbolic meaning.

These three studies emphasize aspects of environmental advertising that utilize visual or verbal signs, including colors, slogans, images and myths, which build positive images and encourage the audience through effective semiotics through analysis of denotational meanings and connotations/ In addition, research by Asima Oktavia Sitanggang et al. (2020) about aqua #BijakBerplastik and Sayyidatu Ahya An'Umillah et al. (2024) analyzing Hyundai Re ads: Style 2020 which also emphasizes innovation through recycling campaigns and activities caring about the environment. Both studies revealed semiotics of branding environmentally friendly products with a commitment to sustainability (Sitanggang, 2020).

Based on several previous studies above, examining the form of environmental concern of Indonesian people for their surrounding environment with what efforts they provide, of course, whether it has a good impact and is conveyed. Therefore, in this research there are various signs of the form of environmentally caring messages conveyed on Gojek #DariAksiKecil advertising videos published on the YouTube channel. Through this research, we examine various signs of the form of environmentally caring messages conveyed on Gojek #DariAksiKecil advertising videos published on the YouTube channel. This research will use Roland Barthes' semiotics study with the aim of describing the representation of forms of environmental concern by seeking real action starting from the use of environmentally friendly products. Representation can be defined starting from the use of signs or symbols (images, text, or audio-visual), which form code to present the reality of efforts to relate, describe, photograph, or reproduce something that is seen, felt, imagined, or experienced in a certain physical form.

The benefits of this research are efforts to provide and reveal how the symbols and words in the advertisement form a positive image of sustainability issues. This research was carried out with the aim of examining the representation of environmentally friendly forms in Gojek #DariAksiKecil advertisements on YouTube. Based on the background of the research, you want to know that each sign or symbol is contained in an indirect message advertising scene that refers

to a specific goal that the researcher will analyze with a focus on denotative, connotative and mythical signs. Focus on the formulation of this research problem “How does the representation of environmental care in Gojek #DariAksiKecil YouTube advertisements lead to an environmentally friendly product business according to Roland Barthes' semiotics theory?”

METHOD

This research uses a qualitative and descriptive approach based on an interpretive paradigm. The interpretive paradigm provides broader freedom and opens up opportunities for researchers to create alternative interpretations (Muslim, 2016). Next, the researcher becomes the main instrument in collecting data, then the results of the collected data are processed through the triangulation method and analyzed inductively to gain a broader understanding of the meaning of generalization (Sugiyono, 2021). This approach was chosen because it allows researchers to better explore the implied meanings and messages contained in the symbols contained in the advertisement. With this approach, it can enable researchers to analyze the meaning and socio-cultural context of each element functioning simultaneously with other elements to convey the meaning of the form of environmental concern conveyed in the Gojek #DariAksiKecil advertisement (Dwityas et al., 2021)

In this research, the researchers chose the research object based on criteria in accordance with the representation that shows a form of environmental care in the Gojek #DariAksiKecil advertisement which was broadcast on the YouTube channel on April 11 2022 which has a duration of 1 minute 50 seconds. The criteria that will be analyzed for signs are explicit through depictions that show the role of characters in advertising which reflect assumptions about behavior or attitudes of caring about the environment, as well as other elements such as dialogue, statements that support forms of environmental concern. Researchers hope to interpret an advertising object that will be analyzed in this research.

This research uses Roland Barthes' semiotic analysis method, which is complemented by the theory of environmental care as the main framework for interpreting the meaning of advertising. The research framework uses ecotheological theory that developed through the study of environmental theology developed by Seyyed Hossein Nasr and Leonardo Boff by defining human moral and spiritual obligations towards nature as part of human relationships with God and nature. The Indonesian context sees the formation of ecotheology through the programs of the Minister of Religion who promotes religious moderation even though the formation of ecotheology works according to the original theory. The theoretical basis allows researchers to establish conceptual indicators that include ecological responsibility and sustainability and collective environmental protection in order to achieve a proper denotation and connotation analysis. The theoretical basis of this research allows researchers to carry out semiotic analysis that reveals how environmental protection messages are built through the advertising materials they research (Aryani & Wirawan, 2023). Secondary data is data obtained from a research object that is used to enrich theoretical perspectives and deep contexts (Sukarsih et al., 2023). The combination of these two data sources is expected to provide a clear and comprehensive understanding of the representation of environmental issues in these advertisements

Analysis of this research data uses Roland Barthes' semiotics theory approach, an effort to identify denotational meanings, connotations and myths from the representation of implied meanings contained in Gojek #DariAksiKecil advertisements via the YouTube platform. Data collection in this research begins with the identification of elements consisting of image documentation and library studies (Wijaya & Firmanto, 2021). Documentation is carried out from

a direct source which will be measured based on the source of the screenshot taken of several scans that are the object of the research. Library studies are taken from several relevant theories based on books, journals, papers, articles, or sources related to discussions according to the subthemes of this research (Analysis & Roland, 2017).

The main aim of this research is to observe environmentally caring advertisements on YouTube Gojek #DariAksiKecil to produce maximum meaning, then analyze semiotic in depth from visual elements, images and text. Meanwhile, signs are identified in verbal form, namely from text or sentences and nonverbal signs, namely from several scans shown in the Gojek #DariAksiKecil advertisement which show signs of environmental care.

The basis of Roland Barthes' semiotics principle is to discover and delve deeper into the meaning of each sign contained in advertising elements using Roland Barthes' semiotics theoretical approach of sign forms, denotations, connotations and myths (Firdaus & Fauzi, 2024)

Roland Barthes' theory begins with the identification of sign elements consisting of signs in the form of images, colors, text, sounds and symbols that appear in advertisements (Billah, 2022). Furthermore, researchers will analyze the relationship between signs that produce connotations and myths related to environmental awareness issues. Specifically, data obtained from advertising observations is interpreted to produce denotative meaning – literal and connotative meaning - the symbolic meaning of the message conveyed.

By using this approach, data analysis is expected to be able to show how advertising creates an environmental care narrative and how the message is represented symbolically through visual and narrative elements. This triangulation technique is considered a method used to test research data from the information obtained to provide results that are detailed enough to obtain research results that can be said to be valid or invalid (Margono, S, 2010).

RESULTS AND DISCUSSION

Results

From the results of this research, researchers have included several representations of environmental care in the Gojek #DariAksiKecil. YouTube advertisement. Researchers found messages in videos that provide education and emphasize that each individual can make a meaningful contribution to the implementation of environmental conservation starting from small actions. In each part or video scene of the advertisement, a representation of the values of caring for the environment is found through presenting a visual narrative that is shown to the public and providing a form of real environmentally friendly behavioral action through symbols and strong analogies inari with Roland Barthes' semiotics approach which comes out of denotative meaning analysis, connotative and myth (Budiman, 2023). Each scene is a very reinforcing analogy convincing the audience that positions on the planet can change not only by acting, but also by acting well. Gojek invites the audience to start small but meaningful, together we maintain our environment. Through a reasonable narrative, this visual educational video is not only educational, but also educates the audience about the importance of paying attention to environmental issues and how companies should want to act.

3.1.1 Changing the Waste Perspective

The sentence "What used to be used for cooking oil" serves well as an opening for educational messages regarding the recycling potential of household waste. This scene shows two characters engaged in casual conversation at the dinner table, being in a clean but simple house,

providing an acceptable and intimate feeling that resonates with the audience. One of the characters is seen wearing a Gojek driver's outfit, which the audience immediately recognizes strengthens the brand's identity and shows the message conveyed by digital economic actors who are close to the public.



Figure 1. Scenario 1 (00.20 – 00.24)

Tabel 1. Data 1

No	Element	Meaning
1	Denotations	From a denotative point of view, scenes in the commercials use Medium Shoot shots that show both characters from the waist up, creating a focus on their facial expressions and dialogue. The camera is at an eye level that puts the viewer at the same height as the character to create an intelligible bond instead of an authoritarian perspective. The depiction uses logo light, has a soft feel, and seems automatic without needing to be directed. Set decorations such as oil bottles on the table also serve as important visual markers to strengthen the context of the conversation.
2	Connotations	Connotatively, this light conversation holds a deeper meaning: Gojek not only invites people to care about environmental issues, but also emphasizes that waste, in this case used cooking oil, has the potential to be reprocessed into valuable products such as aromatherapy candles, biodiesel, or soap. The sentence arouses the audience's curiosity and emotional participation to think creatively and care about waste utilization. "Hayoo" emphasizes inclusivity, friendliness and supportive work of persuasive communication.



Figure 2. Scenario 2 (00.25 – 00.51)

Tabel 2. Data 2

No	Element	Description
1	Denotation	Denotatively, the figure demonstrates two techniques through the process of pouring used cooking oil into a container while preparing materials to make products such as aromatherapy wax. The scene shows the process of recycling household waste directly. The scene shows environmental protection through an ecotheology-based meaning drawn from Seyyed Hossein Nasr and Leonardo Boff's theory that requires humans to fulfill their moral obligations to nature. The process of recycling used oil is of technical importance because it represents ethical dedication and sustainable practices reinforced through soft lighting that creates an educational and warm atmosphere.
2	Connotations	Connotably, this scene not only shows practical steps of recycling, but also contains symbolic meanings of local innovation, creativity and community empowerment. The sentence presented explains that people can be change changers just by using what they have at home as a starting point. The phrase used to describe the transformation of used cooking oil into scented candles describes how something dirty and useless can actually be a pleasant solution to a smelly problem, at least from a deeper perspective, both literally and figuratively.
3	Myth	At the mythical level, the message in this scene supports the narrative that indeed, Indonesian people have great potential in

creating creative solutions to environmental problems even from their kitchens. Green innovation does not always require advanced technology; it is often enough with just goodwill combined with some basic knowledge to create a sustainable impact. Gojek here embodies the identity of a technological ecosystem that enables low-tech grassroots discoveries to face global environmental problems. The underlying myth is that sustainability starts from the corners of our homes no, from the hearts of good and productive people who are willing to take action.

3.1.3 Consumerism Criticism

In this scene, the female actor speaks while playing with a plastic spoon and she says the words “If this could be what” followed by the statement, “That's a disposable item, not good for the environment.” This moment became a turning point in the storyline, where a shift in focus to consumerism and the use of disposable items, such as plastic, was discussed directly albeit in a light and engaging manner. In visuals, there is a combination of service users and Gojek partners, in a simple and comfortable kitchen, reinforcing the idea that environmental awareness can be built from the household



Figure 3 Scenario 3 (00.54 – 00.55)

Table 3. Data 3

No	Element	Description
1	Denotation	Denotatively, the scene features two characters having a dialogue in the kitchen. The shooting technique in this scene is Two Shot, where one of the characters is talking while holding a single-use plastic spoon. In a visual context, the plastic spoon can be seen

		as a property and symbol of disposable objects commonly used by people every day. Immediately, the camera notices the character's conscious and slightly stunned expression, as if hinting at reflection or enlightenment.
2	Connotations	In a broader context, the Plastic Spoon speaks of awareness of the need to maintain the environment. Environmental awareness is not a scientific and theoretical concept, but rather originates from daily habits (habits). As the soul object of 'devotion' food, the plastic spoon alone, illustrates the difficulty of ecosocial grace (action) canvas networks. Phycal. The slogan "is a disposable item, not good for the environment," a criticism of a modern lifestyle that is consumerist and not aware of sustainability.
3	Myths	At the mythical level, the message embedded in this scene carries the myth of consumer wisdom as an important character in saving the earth. Major changes can start from the smallest actions, such as avoiding the use of disposable items. The myth built here is that the obligation to care about the environment is not only the job of the government or activists, but also of every individual, even online service users and housewives. Gojek, as a brand, shows, through its representation of character, the role of facilitator of change, not only in technology and logistics, but also in social and cultural education and consumption.

3.1.4 Recycling Awareness

In this scene, a woman is seen checking and holding used paper, then with a face full of smiles and a light tone asks, "What could this be?" to someone around him. This question was asked several times throughout the advertisement, and served as a trigger for attention and reflection, especially with regard to the possibility of recycling waste paper.



Figure 4. Scenario 4 (1.01 – 1.05)

Table 4. Data 4

No	Element	Description
1	Denotation	Denotatively, this image shows a woman who appears to be gradually interactive, and is asking something in a relaxed tone, she shows used paper to the person she is talking to. This snapshot is taken from a fairly simple kitchen or work space, and the relaxed and intimate side shows the very loud atmosphere in the room. The paper in his hand was not just property, but indicated objects that were considered trash.
2	Connotations	Connotatively, this scene conveys the message that education about the environment and recycling can be done in a more friendly way. Softer, and friendlier for everyone. Invite everyone to participate. Sentence “What could this be?” has a very deep connotation, inviting the audience to learn more about items that are often considered useless and think twice. Waste paper here is a symbol of all forms of waste which is often simply thrown away without being sorted. The question in the above fragment is not purely rhetorical, but is aimed at fostering awareness that everyone, within certain limits, can contribute to waste management, starting from the domestic environment. In a simple way, the characters in this advertisement propose a much more complex concept of participation-based waste management.
3	Myth	On a mythical level, this scene instills the idea that starting with

sorting waste paper as small as possible, everyone can become an agent of change in waste management. The myth built up is that the environmental movement is entitled to be taken without a particular social status and without higher education. In this case, everyone can play a role. Through this visual narrative, Gojek actually explains that the brand not only concentrates on shuttle services, but also contributes to social development in developing a sustainable ecosystem. Waste paper here is a symbol of the shift from waste goods to concentric goods, which means it has new value. Waste management should start by changing the mindset of deleted items so that they can be seen as useful items.

3.1.5 Digitalization

In this scene, a small child is seen wearing an eye patch while smiling cheerfully. This expression implies an invitation to the public to switch to electronic billing systems, as a new form of custom that supports environmental conservation efforts, especially in reducing paper consumption



Figure 5. Scenario 5 (1.05 – 1.40)

Table 5. Data 5

No	Element	Meaning
1	Denotation	Denotatively, this image depicts a child relaxing with a smile, while making a fairly practical statement suggesting someone can easily receive a bill via email or SMS rather than having to be printed on paper. This figure aims to illustrate a relatively lightweight, albeit useful, public service slogan with an inconspicuous nature.

2	Connotations	Connotatively, this scene conveys a paradigm shift in the use of technology by contemporary society as integration in everyday life. A smiling child can be interpreted as an optimistic representation of continued shame and provides a context in which the child tells us that the next generation will inherit the Earth based on decisions taken by the current generation. The decision to limit paper use by switching to digital is not just an efficiency effort, but rather a form of collective awareness of the environmental crisis. The word “Instead of filling your wallet, it's better to just email or text the bill” may sound light, but it actually shows that through technology, waste must be minimized. The challenge of replacing paper billing with digital forms leads to people's daily habits that are often overlooked, but are particularly dangerous in the context of environmental conservation.
<hr/>		
3	Myths	At the mythical level, this ad builds on the idea that advances in technology are not only a sign of modernity, but also a strategically advanced tool for environmental sustainability. In this case, digital technology is not only seen as a sign of comfort or efficiency, but rather as a tool for environmental safety that is accessible to everyone. Another myth that has been built is that small actions, such as choosing emails over printed documents, can contribute greatly to saving the earth. The child in the picture represents hope: that the small choices made today will improve the quality of life of future generations. Thus, the shift towards a digital-based lifestyle is the embodiment of love for the environment and future generations.

3.1.1 Green Innovation

The sentence “Used cooking oil can be aromatherapy” in this section is an illustration of an educational message conveyed simply in deep art. In this narrative, two characters are seen cleaning the table and preparing materials to make aromatherapy candles from used cooking oil, and have the opportunity to discuss, so that this dialogue can be considered part of everyday life.

Here, viewers are expected to not only consider household waste, such as used cooking oil, as junk, at least they should think that such things can be processed into objects that have value.

Discussion

Entering the discussion about caring about the environment is indeed an interesting educational thing for Gojek's invitation to change the form of action to change the environment through advertisements broadcast on YouTube #DariAksiKecil. The results of this research take five pieces of scenes that summarize the images and their language. The data that will be taken is in the form of several scenes from YouTube. Then the data is collected and analyzed based on the Rolland Barthes method which produces denotational meanings, connotations and myths, this leads to 5 discussions found including (1) forms of changing the perspective of waste, (2) greening innovation, (3) criticism of consumerism, (4) awareness of recycling, (5) digitalization as an environmentally friendly action. Here's analysis.

3.2.2 Changing the Waste Perspective

The opening sentence "Used cooking oil so what come on" captures a strong narrative about recycling education, especially around household waste. In terms of visuals, warm-lit medium shots convey an intimate and comfortable environment that makes the audience receive the message conveyed. The set of connotations that Gojek presents through oil and gojek advertisements includes the smell of residual oil which is not considered waste but rather as something useful. Additionally, at the mythological level, the advertisement presents the moral value of the major changes that individuals can make when accompanied by small deeds, while setting the theme of the digital economy as a means of social and environmental change, which is inclusive (Patriansah at al., 2022).

3.2.3 Greening Innovation

The close-up visual approach and medium shot highlight the transformation of used cooking oil into aromatherapy candles. This teaching green innovation captures the educational process creatively. Implicit in the scene encourages a proactive attitude towards waste management by implying that sustainable solutions can emerge from simple ideas. Mythologically, this video tells the story of how imaginative Indonesia, supported by technology and digital ecosystems such as Gojek, is able to create locally impactful solutions on a global scale. It emphasizes that small efforts at the household level can drive a movement for effective environmental conservation (Sitanggang, 2020).

3.2.4. Consumerism Criticism

Deep criticism of the scene of using disposable items such as single-use plastic spoons reminds us of the negative impact of modern lifestyles on the environment. Images showing women's shocked faces will certainly make many viewers reflexively introspect about the impact of the instant lifestyle that many people choose and take for granted. In this case, the message emphasizes the steps taken to reduce the negative impact on the environment through the habit of switching, instead, doing more to increase awareness in taking action. This advertisement, at the mythical level, instructs that everyone, including Gojek users and the general public, is actively

campaigning for the protection of the earth with simple actions, such as removing single-use items. The appearance of Gojek as an agent of social change here directly provides salient education and plays an active role in real change (Agustina & Abdulghani, 2022).

3.2.5. Recycling Awareness

The scene that raises the question “What could this be?” used paper serves as an efficient trigger for reflection and education about how important it is to sort and recycle household waste. Informal and familiar visuals ensure that the message is easily understood in different walks of life. This connotation encourages viewers to see objects that are often categorized as trash as invaluable resources that still have potential and can be utilized. At the mythical level, this scene fosters the idea that waste management is a collective responsibility accessible to all regardless of their social class or level of education. Gojek has evolved from being a mere transport service provider to an agent of socio-entrepreneurial change that advances sustainable ecosystem initiatives (An'Umillah & Sudrajat, 2024).

3.2.6. Green Digitalization

The scene showing a child with an eye patch and the hashtag “Let's Switch to Digitalization” has an interesting symbolic meaning regarding sustainable development. Digitizing bills and documents displayed in videos is a concrete way in which technology makes people's lives easier by automating the process of using the paper documents produced. In this sense, Gojek wants to hint that environmentally friendly actions don't need to be luxurious and difficult, as simple as getting used to using digital technology. At the mythical level, while realizing Gojek's identity, the company is taking advantage of the digital green movement by positioning it to use technology to achieve global environmental goals with participatory innovation (Octafina et al., 2024).

Roland Barthes' use of semiotics theory in analyzing Gojek ads on YouTube provides insight into how companies use digital media to convey personal messages. Based on a semiotics approach, the device discusses the values found behind the existence of those ads, which are often placed in simple categories. Symbolically, representative elements such as color, movement and narrative are used in advertising not only to pay attention, but to implant educational messages that are important in the lives of the general Indonesian public (Billah, 2022). Barthes' concept of denotation and connotation helps to explore how the relationship between the company's image and its relationship with social responsibility is built; By providing a plural impact on social and natural violations, Gojek strengthens the image of the brand's identity as a company that has success in the social, environmental and healthy lives of society. Overall, Gojek advertising can help educate people as much as offering digital messages (Fahrudin & Aw., 2019).

CONCLUSION

Based on the results and discussion, it can be concluded that this research shows that Gojek advertisements on YouTube not only function as a marketing tool, but are also efficient as a deep channel for educational messages with semiotics. Through semiotic analysis with Barthes, this research succeeded in explaining that Gojek had packaged educational messages that were in contact with safety, health and social responsibility into the narrative of the images or videos that were disseminated. This belief is conveyed in a denotative form that illustrates real events that are

basically accused of having familiarity to expand the minds of the audience. Meanwhile, connotatively, subliminal messages about social awareness and shared responsibility can be formulated. In this way, these findings at least provide a changeable understanding, Gojek has succeeded in melting the value of educational value into the advertising strategy that they empty so that it does not just boost the image but rather acts for the sake of society. This research is expected to provide readers with an understanding of forms of environmental concern through educational advertisements with a good impact on the environment. Even though this research has several limitations, it is hoped that this research can enrich research references on the same topic, namely environmental care. Subsequent research suggests it could focus on the effectiveness of Gojek's environmental awareness educational videos such as the GoGreener series to measure the real impact on audience behavior with different methods.

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