

THE MEANING OF PSEUDO-HAPPINESS IN THE BNI ADVERTISEMENT COVID 19 PREVENTION EDITION

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ABSTRACT: Advertising are divided into two types, such as commercial advertising and noncommercial advertising. Public Service Announcement or noncommercial advertising is usually created to invite others to be interested in the ideas it offers. In this study titled "The Representation of the meaning of happiness pseudo in banking advertising" aims to know the representation of the meaning of happiness pseudo in Public Service Announcement made by BNI. This research is a qualitatively descriptive research using research methods i.e. semiotics research. The analytical techniques used in this research use the technique of Umberto Eco semiotics analysis with the aim to describe any sign that is considered to contain the meaning of "lie" so as to explain about the pseudo-part that is in the scene in the advertisement. The result of this research is that the false happiness that is reflected in this advertisement is seen in the settings of the scene divided into two categories, such as Setting the scene in the process of transmission Corona virus and in setting the scene that shows the prevention process of the Corona virus. Each Setting of the scene that displays a pseudo-happiness is evidenced by some scenes that do not match what is happening in the association and community Environment in general. A representation of the meaning of pure happiness is also depicted through the happy expression that continues to be displayed in each scene. This can be said to contradict the real state of society

KEYWORDS: Representation, Semiotic, Umberto Eco, Advertising

INTRODUCTION

Advertising usually communicates a particular product with information that is relevant and interesting to the consumer. In his book Fletcher explains (2010, p.1-2) that it would be difficult if we had to explain the definition of advertising with certainty and clearly. If referring to the explanations of advertising industry players, advertising is one way of the company's marketing communication activities. Basically, Fletcher tried to describe that advertising is communication that is carried out on a paid basis and of course advertising has the purpose of providing information or influencing the audience. Furthermore, another definition in the book (Quessenberry, 2016, p.36) defines advertising as the placement of information as well as messages that have influence in a medium.

The basis of the advertising profession is to persuasive craft the media to reach a large audience. Currently, advertising is divided into two types, including commercial advertising and noncommercial advertising. Public service announcements or noncommercial are usually made to invite others to be interested in the ideas offered. Furthermore, commercial advertising or known as product advertising has a goal such as increasing sales. Public Service Announcement is included in the social marketing campaign. (Mustika Raudhatul, 2014)

Now Public Relations requires more than just establishing good relationships and attracting consumers as in advertising usually. In this case, Public Relations can use corporate advertising to communicate companies to their public. In certain contexts, corporate advertising is a tool supporting public relations and social marketing campaigns, cited in a book entitled Nuances of Corporate Advertising (Rusdianto, 2016, p.76).

Corona virus or (Covid-19), is the most frequently discussed thing and is a topic of news in many media. Quoted from (Serly, 2020) It all started when the Chinese government gave an announcement of the exposure of the Corona virus in their country. This virus is a new type of virus with a spreading point starting from a city in China called Wuhan. The virus has been detected in the country of China since the end of 2019.

This virus has caused many casualties and spread rapidly throughout the world, quoted from (Sari, 2020) Chairman of the Indonesian Broadcasting Commission (KPI) Agung Suprio appealed to television stations and other broadcasters to consistently air Public Service Advertisements around the coronavirus. Agung said that the appeal was in accordance with the KPI Circular Letter regarding the broadcasting of news about the Covid-19 outbreak that was proportional, accurate and created calm in the community.

This study will focus on advertisements from BNI as a banking company that tries to contribute to creating public awareness and interest in caring about the Corona virus pandemic which is now threatening the world. Nowadays companies need to communicate with their relevant stakeholders, and the subject being communicated must open up opportunities, now Public Relations can take advantage of corporate advertising to communicate companies to their public (Rusdianto, 2016, p.76).

The advertisements made by BNI can be said to be the implementation of social marketing. Advertising is expected to be able to help build public awareness of this problem and can change perceptions so that it can cause lifestyle changes among the community. Currently, in 2020, various types of advertisements are being shown that discuss appeals or prevention efforts for the spread of Covid-19 disease which are broadcast in various media. However, the style of messaging carried out by each media or company is different.

In this case, researchers are interested in discussing BNI advertising related to the way companies build messages and create visualizations in the form of corporate advertisements. Meanwhile, the Publisher information bureau (PIB) revealed that it is quoted in (Rusdianto, 2016, p.78) an advertisement can be said to be a corporate advertisement if it has one or more of the following characteristics: 1). Have elements of educating, informing, instilling an impression on the public regarding company policies, company functions, company facilities for company goals, company ideals, and standards that apply in the company. 2). Have the intention to build a favorable opinion about the company by emphasizing the competence of the company's management, the scientific and natural elements used by the company, the expertise used in the company, the company's contribution to the development of society and the welfare of society.

Currently, both the government, companies and also the media are trying to anticipate and break the chain of the spread of the Corona virus or Covid-19 with various efforts. One of them is by intensifying the campaign against covid-19. The content in this campaign is published through various channels such as television, radio, newspapers, and social media. The content created by each government, company and media on average contains messages about the importance of citizens and families staying at home, the importance of maintaining Social Distancing and also maintaining personal hygiene in every individual community. With this pattern of simultaneous campaigning, it is hoped that the available educational publication materials can be multiplied and can be carried out massively so that the spread of the virus can be significantly reduced.

This advertisement shows the relationship of a company with social activities such as eradicating poverty, the movement to eradicate illiteracy, curbing the abuse of illegal drugs. Advertising with social orientation is part of a marketing system called cause-related marketing.

Corporate advertising can be used by companies for a variety of purposes including supporting their marketing activities. Quoted in (Rusdianto, 2016, p.83) it is explained that public relations uses corporate advertising for several activities, generally including (1) introducing a new name of a company or product, (2) socializing mergers, acquisitions and business diversification, (3) adding personnel (4) Progress report, is a report on the company's development (5) corporate emergencies, namely minimizing crisis implications by providing information to the audience, one of which is advertising, (6) establish good relations with the public (7) support government programs.

The company's image or reputation plays an important role in purchasing decisions, especially the service sector which concerns the security and guarantee of consumers such as banking. So that corporate advertising is used to strengthen identity and improve the company's image (Rusdianto, 2016, p.83).

Many companies use corporate advertising to strengthen their identity or improve their corporate image. Furthermore, in addition to corporate advertising, it can improve the image quoted in (Rusdianto, 2016, p.90) The company also uses corporate advertising to influence opinion. These ads are referred to as issue ads or advocacy ads that are used to respond to external threats, both from the government and certain threats.

Currently, Indonesia and many other countries around the world are struggling to deal with the spread of the Covid-19 pandemic which has taken a lot of casualties. The large number of victims who fell due to the transmission of Covid-19 or better known as the Corona virus, made every country together with all parties, especially the government, try to reduce the transmission path of this pandemic. Quoted from (Kompas.com, 2020) it was reported that the first case that occurred in the country was announced by President Joko Widodo at the presidential palace on March 2, 2020. Furthermore, accompanying President Joko Widodo's announcement, DKI Jakarta Governor Anies Baswedan told the media crew he asked residents of the capital to implement social distancing measures aka maintaining distance between residents to avoid the corona virus (Covid-19) outbreak.

Based on various invitations and appeals from the government, together with some people and those who have the power of influence over the dissemination of information to the public, try to jointly create content in the form of writing content on the media or content in the form of videos.

Quoted from Gun Gun Heryanto's writing in (Hariankompas, 2020), where he borrowed a term from Thomas Friedman, Columnist of the New York Times, a Pulitzer winner, "we are currently entering an age of acceleration, the rapid development of data technology and technology-based communication networks determines the changes that occur." On this basis, researchers argue that content in the form of writing or content in the form of video is data and part of the development of communication technology that determines the changes that occur. BNI's "Ayo Bersama Cegah Corona" advertisement, which was uploaded on their social media channels, is a way for the company to show concern for problems that occur in the community and it could be that BNI's "Ayo Bersama Cegah Corona" advertisement has an effect on changing the mindset of the Indonesian people who are watching.

In this study using representation theory because in covid-19 advertisements researchers want to see how the representation of the meaning of pseudo-happiness in advertisements issued by BNI banks. Representation itself is the use of a form in the form of language to describe something in which it has other meanings. Of course, the use of representation as something that is considered important in this study because research is also inseparable from the name of the process of meaning a sign.

Related to the explanation described earlier, the important thing in this study is the discussion of the signs in the public service advertisement owned by bni bank entitled "Ayo Bersama Cegah Corona". Cited in (Eco, 2016, p. 69) The function of a sign, born when an expression is associated with a content, these two interrelated elements become a displacer-dissident for a correlation.

This research on public service advertisements issued by BNI bank, uses the concept of semiotics research that always speaks of signs and how the reasoning process is. One of the concepts of signs used in this study is the concept of a semiotics expert named Umberto Eco who originated the theory of lies by looking at a sign based on its political boundaries.

The "lie" theory of Umberto Eco is described in his book entitled *The Theory of Semiotics* quoted in (Vera, 2015, p. 31-33) semiotics as a study that discusses the study of everything that can be used to form a lie. Umberto Eco said that the sign system is a cultural entity, besides that the lie denotatively says or writes something that is actually known to be something is not true or in other words the sign depicted does not correspond to the existing reality. The illustration created by Umberto Eco, everyone communicates through a variety of communication containers and includes all things inherent in themselves.

The reason for the need to use the Umberto Eco concept in this study is because the concept of lie theory has a relationship with the construction of a message that occurs in the media usually contains signs that can be interpreted as tools in forming a lie of its own. Based on the statement above, a study was made in the point of view of semiotic studies by looking at the signs that form the meaning in the BNI advertisement with the theme "Let's Together Prevent Corona". On this basis, a research was carried out entitled "Representation of the Meaning of Pseudo-Happiness in Banking Advertisements (Semiotic Analysis in BNI Advertisements as an Effort to Prevent Covid-19). This research will later show what are the representations of the meaning of pseudo-happiness contained in BNI advertisements.

The main theory used in this study is the Theory of Representation (Theory of Representation) This theory put forward by Stuard Hall cited in (Hall, 2012, p. 13) Representation has come to occupy a new and important place in cultural studies.

Representation Theory has the main understanding, namely by using language in conveying information that is considered very meaningful to others. Representation is an important part of a process

of production of meaning (meaning) and can later be exchanged between groups in a culture. Representation can be said to be a dynamic system in the sense that the nature of representation will continue to develop in accordance with the development of intelligence and creativity or one's needs in the use of signs (Wibowo, 2011, p. 150).

Furthermore, it is explained through this study what the representation of the meaning of pseudo-happiness in a public service advertisement made by banks related to the Covid-19 situation in Indonesia looks like. Especially things that show the meaning of pseudo-happiness contained in the advertisement itself. According to a Communication expert named Littlejohn the creator of a book entitled: "Theories On Human Behaviour" (1996) cited in (Wahjuwibowo, 2018, p.9) signs are a basis of all communication activities. According to Littlejohn, humans communicate with other humans in the intermediary of signs.

Signs themselves are a reflection of a reality in a social context. Semiotics is said to be a social science that is closely related to signs and meanings, because this makes the study of semiotics very useful in studying a sign. Talking about the sign of a semiotics expert named Umberto Eco said that a sign can be a lie because at a sign there is something that is not fully visible (Wahjuwibowo, 2018, p.9).

The sign function appears when an expression is related to a content, these two things are interrelated into a function for a correlation. We are currently in a situation where it is possible to recognize the difference between signals or signs (Eco, 2016, p.69).

Another concept, is semiotics. Semiotics is popular as a way of reading a sign. In many branches of science this method is popular because semiotics can be useful as a tool in reading various social and cultural phenomena. In other words, the semiotic model is used to view the various realities of life. Semiotics has a global view, if it is associated in social and cultural practice that signs are used in various forms, then all of them can be read through the semiotic method. (Piliang, 2019, p.232).

Semiotics according to Zoest's view in (Tinarbuko, 2010, p.12) Semiotics is a scientific field that examines the signs and functions of past signs and then signs can be interpreted. A sign in Zoest's point of view is something that can mean something else to someone else. Since something that can be made observable or observable and considered a sign, In the book "semiotics of communication" it is explained that semiotics is a field of science that can be useful to represent a sign in communication activities (Wibowo, 2018, p. 7-8). Semiotics until now is divided into two things including semiotics of significance semiotics and semiotics of communication.

In the study of semiotics communication, it is more focused on the process of understanding the theory regarding the production of a sign. in the theory of communication semiotics has several things that are factors in a communication process, including: recipients, senders, codes, messages, and various communication channels. Furthermore, in the semiotics study the significance is not questioned the purpose of communicating. This study used Umberto Eco semiotics as a methodological tool.

Umberto Eco is an Italian semiotic figure who was born in 1932 around the Piedmont region. Eco is known as a novelist and philosopher. In more detail, it is explained in (Wibowo, 2018, p.24) that at first semiotic figures were engaged in the field of law. Furthermore, Eco continued to expand his knowledge by studying philosophy and literature before finally becoming an expert in semiotics.

Before becoming an intellectual in the field of semiotics, Eco was fond of studying aesthetic theories around the Middle Ages so long eco entered the world of journalism as an editor in a cultural program on television. Umberto Eco in his book entitled *The Theory of Semiotics* which is currently quoted in (Vera, 2015, p.31-32) said that semiotics as a study that discusses processes in the life of people and is connected to the process of communication.

Illustration made by Umberto Eco, everyone communicates through various communication platforms and includes all things inherent in society. As with the clothes used, the music they hear is what is referred to as significance.

Furthermore, cited in the book (Piliang, 2019, p.36) Umberto Eco defines the study that semiotics "is in principle a discipline that studies everything that can be used to lie." This Eco definition is one-explicitly explains how central the concept of lies is in semiotic discourse, so that lies seem to be the main principle of semiotics itself.

The explanation above describes the words Umberto Eco as a serious word and cannot be considered a wordplay. Umberto Eco currently looks serious when Umberto Eco provides an explanation of the semiotics of Theory. Umberto Eco explained: "Something that cannot be used in saying something lies then the opposite of something cannot be assumed in revealing the truth. (Piliang, 2019, p.37). Oxford

advance learners, interpreting a lie as having a definition that lies are "telling or writing something that you know is not true".

This means that if there is something written and conveyed with a discrepancy to reality then this can be said to be a lie, in other words, there is something that does not match and does not fit between the sign that exists and the reality that occurs.

The concept, content, or meaning of what is talked about or written does not correspond to the reality depicted. For example someone says (A) while in reality the fact is (B) on the contrary, one is considered to have conveyed the truth after the conveyed sign has the same relationship with the existing reality (Piliang, 2019, p.37).

Lies if studied in denotative meaning then lies are conveying and writing something deliberately that is actually known it is not something true and different from reality, Examples of lies in Eco thinking as is often the case in advertisements, can be exemplified by cigarette advertisements that sometimes show the male side, luxury, and freedom that is actually symbolized sometimes different from the existing reality It proves a lie not only derived from a word but rather an image can be a way of being marked in a lie. This is called the Umberto Eco "lie" theory (Vera, 2015, p.33).

Through the concepts already mentioned, researchers have the opinion that often the concept of pseudo-happiness in Covid-19 prevention advertisements is represented visually in advertisements. Especially in today's social life, it is often depicted a scene that does not really reflect the real situation in the social environment of society. Such depictions are prevalent in public service advertising media. Advertising is in fact the output of creative activities that can be considered complex. Usually behind advertisements that look creative, there is usually a good concept. Good advertising is not only created by companies that want to make advertisements themselves but there is also interference from external parties such as advertising agencies. In creating a message that attracts ad makers, they create a narrative that should refer to psychological studies based on the main points of this message that the message in an advertisement is made to be able to influence and make someone to be moral according to the purpose of the existing message.

Dfollowed in the research journal Efendi (2009, p.7) the main points of the message in the advertisement used include; (1) Appeals in the form of information are rational, (2) Appeals that use emotions (3) Appeals give fear (4) Appeals in the form of rewards. Some of the points above, if explained first, are appeals in the form of rational information, meaning that looking at from the point of view of humans, they are basically creatures who are able to think rationally so that to make sure humans are needed to present evidence by approaching it logically. Second, emotional appeals usually use a narrative or word that is able to arouse the emotions of the audience. Third, usually this kind of appeal is made in the form of a word or sentence that is able to show a fear and unrest in the audience' person. Fourth is an appeal in the form of a reward, usually a message is made by promising something if someone does or uses something according to the message that the advertiser is trying to build.

BNI's Covid-19 prevention advertisements can create a different impression from what the community should do this pandemic season. Actually, it could be that this Covid-19 prevention advertisement provides another visualization that is in accordance with what is happening in society.

Based on this, researchers will start by observing the phenomenon of a lot of information discussing Covid-19 after that, then researchers try to study to find out how the representation of the meaning of pseudo-happiness is by observing signs, be it in the form of visuals, sounds and other signs that are in BNI's Covid-19 prevention advertisements. Furthermore, an understanding of the advertisement is really carried out so that it finds the meaning contained in it.

In the process of understanding, many signs were found that needed to be revealed meaning and message by observing semiotics. The next stage is to determine the problems to be studied. The problem in this study is the presence of signs, meanings, and messages contained in the advertisement.

The last stage in this study is to determine the theory and approach that will be used to analyze the problems. In this study, the "lie" theory of Umberto Eco and the theory of signs are used which are viewed from political boundaries. The use of this theory is intended to obtain the meaning of signs and messages in Covid-19 prevention advertisements more optimally. This happens because semiotics is a theory that examines signs directly.

METHODOLOGY

Dalam this study uses a constructivist paradigm, in which according to Little John (Wahjuwibowo, 2011, p.28), sees that reality is not an objective form, but is constructed through a process of interaction in groups, societies and cultures. In research with the paradigm of constructivism (Poerwandari, 2011, p. 27) conveys that there are two things that are maintained as truth, namely trust and authenticity. Both aspects contain an element of credibility, transferability. Suyadnya and Kholifah (2018, p. 60) explain in essence that constructivism essentially accepts the role of objects and subjects in constructing theories.

Constructivists argue that the choice of paradigms, theoretical frameworks and methods used will affect how the object under study is perceived. The ultimate goal of the study is to present an analytical, in-depth and comprehensive picture of the form of representation of pseudo-happiness in Covid-19 prevention advertisements. So that an overview of the meaning can be obtained in the form of visual signs and their relation to aspects of social society in bni advertising covid-19 prevention community services. In this study using a qualitative type of descriptive research. Many qualitative experts try to limit the definitions regarding qualitative research, although linguistically, the definitions are very diverse but in essence, the essence of the definition is more or less the same.

As a definition review of one of the experts, namely Moleong (Herdiansya, 2019, p. 8) describes qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, action and so on, or scientific research that aims to understand a phenomenon in a scientific social context by prioritizing the process of deep communication interaction between researchers and phenomena the researched.

This research is a media text analysis using the semiotic analysis of the Umberto Eco model to find out in detail the representation of the concept of pseudo-happiness in BNI advertisements with the theme "Prevention of Covid-19", where the process of meaning formation by semiotics d pay attention to anything that can be expressed as a sign. The primary analysis unit in this study is a public service advertisement created to inform about the prevention of Covid-19 by BNI. This advertisement raises the issue of the spread of the Corona virus that is happening in the community today. In this advertisement, researchers will analyze visual and non-visual signs.

Visual signs in the form of facial mimics, scenes in advertisements to the message that is trying to be conveyed. The study of documentation is one of the methods of collecting qualitative data by looking at or analyzing those documents created by the subject himself or by others. Documentation studies are one of the ways that qualitative researchers can do to get an overview from the point of view of the subject through a written medium and other documents written or made directly by the subject concerned (Herdiansyah, 2019, p.133)

The document method can be used in quantitative and qualitative research. Historical research that aims to explore past data systematically and objectively, framing, semiotics, discourse analysis, qualitative content analysis using documentation as a method. Types of documentation include mass media news, textbooks, inscriptions, legal regulations, facebook status, twitter tweets, chats, television programs, movies, videos on youtube, advertisements, magazines, police reports, memos, personal letters, telephone records, individual diaries, or websites (Kriyantono, 2020, p.308).

In this study, the analysis method used was the Umberto Eco semiotics analyst method. Eco semiotics is a contemporary semiotics that integrates previous theories of semiotics. Therefore, Eco semiotics examines things in more depth. The semiotics in question is signification and communication (Kaelan, 2010). In the research journal entitled "Semiotics In Research Method Of Communication" (Mudjiyanto & Nur, 2013, p.2) it is explained that semiotic studies consist of two types of studies including communication semiotics & significance.

The semiotics of communication is more about the theory in the production of signs in which there will later be a discussion of the six factors of communication. Meanwhile, semiotics of significance does not really mind the purpose of a communication, the main thing in this case is to include understanding a sign so that it is more about observing the process of cognition in the recipient of the sign.

Furthermore, it is explained in (Eco, 2016, p.8) that in fact the study of semiotics is more about examining cultural processes as a process of communication. It can be interpreted that any of the communication processes can be realized if it is landed with a significance system. The difference between

the semiotics of communication and significance does not mean that these two things are opposites and have no relationship with each other.

This research, when viewed from the two types of semiotic studies previously described, then research on the representation of the meaning of happiness in banking advertisements can be categorized into communication significance. This research is said to be so because this study does not focus research on how a sign is produced and what are the communication factors contained in this advertisement. This research will focus more on observing a sign and on advertisements that have been aired in the media and also examining how they use signs so that they can be said to be a pseudo-happiness.

Not only elaborating on the theory of lie, in Umberto Eco's analysis there are also some of his thoughts on the limits of research in semiotics. Umberto Eco divides political boundaries based on provisional agreements and others are determined by the object of the discipline. The boundaries referred to here are of three kinds of which there are political boundaries, natural boundaries and epistemological boundaries (Eco, 2016, p.4). Political boundaries are areas of research ranging from seemingly more natural and spontaneous communication processes to very complicated cultural systems.

RESULTS

BNI's Covid-19 prevention advertisement has been aired through Bank BNI's youTube social media, precisely since the Corona pandemic in Indonesia is considered to have entered a very worrying stage. This advertisement has successfully raised the issue of this pandemic through the government's point of view to become a source of educational information for the public.

This public service advertisement from BNI contains information about how and how to transmit and how to take precautions from the corona virus that spreads quickly to anyone at this time. The depiction in the advertisement is interesting by using the employees of the company as actors who play a role in the advertisement.



The advertisement entitled "Let's Together Prevent Corona" in conjunction with the #AyoBersamaCegahCorona voiced by BNI to try to invite the public to have attention to the spread of the Corona virus. This ad has managed to grab the attention of the audience 11,715 times since it started uploading on March 22, 2020. This ad has a storyline where at the beginning of the video there is a man who looks healthy and is about to leave for the bank using public transportation as his preferred transportation vehicle. It can be seen that the man who is about to go to work is in the KRL with a handle available on the top of the carriage. But unfortunately the handle was described as having been contaminated by the virus so it was attached to the man's hand.

What happened next, the man who was described as having contracted the virus in the KRL vehicle before, finally the male lead who had been infected earlier arrived at his destination. This man began to enter the bank. Before this man entered the office building, at the door was a security guard holding a body temperature measuring device in front of the entrance. The next scene is that the man who

plays the role of a bank customer begins an interaction with a woman who plays the role of Customer Service. It is during this scene where the man who is a bank customer who has been described as having been infected in a public place from the beginning, begins to become a spreader of the virus transmitted through stationery that is held simultaneously between the bank and customers who have contracted the virus.

The next scene of the bank interacting directly with the virus-carrying customer began to Spread again to various parties in the office, the spread was described where this customer service delivered the file to the room where the boss was here there was another spread of the virus through the detailed documents provided by CustomerService.The scene of the spread of the virus did not stop until the superior. This superior is described As returning to spread to his other men and continues.

After this contagion scene is over, there is a roll back video effect to change scenes with the opposite theme, namely the theme of the prevention scene. In the scene in this second session, there is not much difference in shooting technique. The scene in session two begins with Customer Service trying to break the chain of virus spread by diligently washing hands after meeting male customers who previously acted as carriers of the virus. Because the basic precautions caused the virus to no longer spread to everyone in the bank. Customer Service does not bring the virus to his superiors and neither does his boss become a spreader of the virus to his subordinates.



From the advertisement, it hints that the spread of Covid-19 is already quite worrying. The spread is no longer just through other people who are around us but, the Corona virus can be and stick to the things in our environment. As for example, it is depicted that the Corona virus is on the handle on the KRL carriage. The "lie" theory presented by Umberto Eco is seen in the expression of the actor's face and also in the depiction of the virus itself. This setting shows the happy actor's facial expressions as if they don't realize that the threat of the Corona virus is a serious threat. Actors continue to use public transportation without any self-protection preparations such as masks. The government's appeal regarding social distancing was already implemented before this advertisement was issued. So hinting at the actor who plays the role here is an example of not caring about the rules and the happiness portrayed by the actor here is a pseudo-happiness that it is possible that this kind of freedom will not be found in the rest of the general public. The video shows the setting of the body temperature check scene which is the standard for general examinations that are almost carried out throughout the office area. In this scene the actor is checked for his body temperature by the security. The "lie" theory conveyed by Umberto Eco is seen in the way covid-19 is monitored itself. Where in fact some offices prepare additional security such as preparing a handsanitizer after a temperature check but it is not done in this scene.

The scene becomes a justified falsehood in this scene so that the ease of a person in activities in the premises and public buildings is seen to be real even though in reality in the field the rules are stricter than what is depicted. As required to wear a mask and practice social distancing, this hints at pseudo-happiness in a person's daily activities during the Corona virus pandemic The narrative presented that

reads "without realizing it, the existence is around us" becomes just an empty narrative if there is no more prevention.

Based on the results of this research analysis in a BNI advertisement entitled "Let's Together Prevent Corona" there are three main scene settings that were taken and analyzed using the Umberto Eco semiotic analysis technique. These three main scenes were chosen because they depict and represent the meaning of pseudo-happiness in BNI advertisements. The setting of the first scene has a visual picture in the form of the spread of the virus that occurs in public places.



Visuals are in the form of a man who is having a business that requires himself to travel using public transportation when the coronavirus has become a world-class pandemic. The setting of the second scene has a visual picture in the form of the process of transmitting the virus from person to person that occurs in the office environment. This second scene has a lot of signs in the form of symbols with virus depictions. The meaning in the advertisement entitled "Ayo Bersama Cegah Corona" BNI is drawn based on the form of the sign analyzed using Umberto Eco's semiotic theory by focusing on the theory of lie (the theory of "lies") and the theory of signs in terms of political limitations.

DISCUSSION

Broadly speaking, the meaning in this public service advertisement presented by BNI includes a warning that the spread of the Corona virus must be more of a concern for the community. The existence of the Corona virus or under another name Covid-19 is no longer something that can be underestimated. The character of the virus that can develop in every place, especially public places that are passed through or public facilities that are used by many people, must be watched out for. This ad explains that anyone can be a carrier or contract the virus. Various ways in which the spread of this virus work such as transmission through body contact and also contact with items around the community. The precautions that this ad is trying to depict are as simple as washing your hands.

The meaning previously explained is an explanation of how to interpret an ad based on the storyline built by the ad creator. However, there are other meanings that can be explained through the analysis of the "lie" theory presented by Umberto Eco. Many of the scene settings contained in the advertisement can be interpreted as pseudo-happiness. Seen at the beginning of the scene depicting actors who look cheerful when the Corona pandemic is spreading among the community is a picture of pseudo-happiness.

It is said to be a happiness all because in reality the real society when this pandemic is going on is at the fear of contracting the virus. People's freedom of movement during a pandemic is in fact not as happy as this advertisement depicts. Furthermore, the setting of the scene contained in the advertisement

that can be interpreted as pseudo-happiness is in the use of attributes and the application of special rules carried out during the Corona pandemic.

As we know, the use of attributes in accordance with security standards in preventing the spread of viruses in offices is sometimes not only by measuring body temperature. The use of masks and also spraying liquids or light displays that are considered to be able to kill the virus are fundamental parts of the prevention of the spread of the Corona virus, sometimes some companies crave face shields as their security standards. In this case, advertising can be interpreted as showing the scene as pseudo-happiness. The setting in the scene is able to depict the calmness of the banking side in dealing with the virus. Finally, the setting of the scene contained in the advertisement that can be interpreted as pseudo-happiness is the application of the rules issued by the government.

CONCLUSION

Based on the results of the study, it can be concluded that the public service advertisement entitled "Ayo Bersama Cegah Corona" presented by BNI bank, represents the meaning of pseudo-happiness as evidenced by several signs and symbols as well as the meaning of those displayed in the public service advertisements owned by this industry.

The pseudo-happiness depicted in this public service advertisement can be seen in several scene settings that are divided into two categories including setting the scene in the corona virus transmission process and in the scene setting that shows the prevention process of the Corona virus. Each setting of a scene that displays pseudo-happiness is evidenced by some scenes that do not correspond to what is happening in the association and the environment of society in general. Several things can be exemplified, where at a time when people are worried about the consequences of the spread of the virus and they try to carry out several health protocols such as Social Distancing, Work from Home, and use some personal protective equipment but this is not fully depicted in this advertisement.

The representation of the meaning of pseudo-happiness is also depicted through the expression Happy which is constantly displayed in each scene. Of course, this is contrary to the actual state of society. In the early moments until now people feel more anxiety when the Corona virus spreads around their environment. Some form of incompatibility of what the ad creator is trying to portray with what happens to society that makes this ad contain the meaning of pseudo-happiness

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