

# PROPHETIC VALUE IN GAMIFICATION PRACTICES AT SHOPEE TANAM DURING THE COVID-19 PANDEMIC

Rama Kertamukti<sup>1</sup>, Siti Nafi'atul Ummah<sup>2</sup>

<sup>1,2</sup>Communication Studies, State Islamic University Sunan Kalijaga, Yogyakarta  
E-mail :rama.mukti@uin-suka.ac.id. nafiatul1997@gmail.com,

**ABSTRACT.** This research is focused on the meaning of Shopee Tanam gamification users during the Covid-19 pandemic. This research is motivated by the scarcity of marketing strategies that put forward the practice of prophetic communication so that there is a moral and moral decline that ignores transcendent values. The purpose of this study is to find out how the meaning of Prophetic Communication in the gamification of Shopee Tanam during the Covid-19 pandemic. To analyze this phenomenon, the researcher uses the Theory of Prophetic Communication by Iswandi Syahputra and Gamification Elements by Eisingerich. The researcher uses a qualitative method with a phenomenological approach which aims to reveal the meaning of one's experience. Collecting data in this study by means of interviews, observations and documentation. The subjects in this study were Shopee Tanam gamified users. While the data analysis technique in this research is by Epoch, Horizontalization, Textural description, structural description, and essential invariant structure. The results showed that strategy *gamification* implemented by Shopee Indonesia through the Shopee Tanam game has been implemented well through six elements, namely: *social interaction, sense of control, goals, progress tracking, rewards, and prompts*. The meanings that emerge from the subject of this research are high social solidarity, increased self-welfare in the midst of a pandemic, and the actions of *hablu minannas* which are integrated with *hablu minallah*. As a result, Shopee Tanam Gamification contains the values of Prophetic Communication that are in line with Humanization, Liberation, and Transcendence.

**KEYWORDS:** Gamification, Shopee Tanam, Humanization, Liberation, Transcendence.

## 1. INTRODUCTION

Shopee is increasingly releasing gamification as a marketing strategy to increase engagement between brands and consumers. One of the most popular Shopee dropout gamifications today is Shopee Tanam. The gamification is a derivative of the #ShopeedariRumah program. The outbreak of the Covid-19 pandemic initiated the e-commerce Shopee to organize this program with the aim of providing entertainment as long as users are "at home" and fostering an attitude of *ta'awun* towards others.

Shopee Tanam does not only function to increase user engagement with the Shopee brand. Shopee Tanam is suspected of trying to convey humanist and spiritual messages amidst the onslaught of marketing strategies that uphold capitalism. This form of communication is still rarely applied in marketing strategies in general. The features and campaigns in Shopee Tanam allegedly convey the essence of Prophetic Communication which consists of the values of humanization, liberation and transcendence as an effort to carry out the social responsibilities of the prophets during the Covid-19 pandemic.

The hope is that the humanist spiritual message in Shopee Tanam's marketing strategy can inspire and be applied to various brands so as to create a society that is *rahmatat lil 'alamin*. This is able to provide enlightenment to users to carry out righteous actions, leave evil and believe in Allah.

Therefore, the researcher will use the Prophetic Communication paradigm as an analytical tool in explaining the prophetic meaning of the Shopee Tanam gamification. The Descriptive Analysis

approach was applied in this study to narrate the experience and interpret the meaning of Shopee Tanam in the minds of users while playing the gamification during the Covid-19 pandemic.

Prophetic communication as a thinking paradigm was born from the Prophetic Social Sciences which was the fruit of Kuntowijoyo's thoughts. . This departs from history that the Prophets have social awareness to elevate the degree of humanity (humanize humans), liberate humans and bring people to believe in Allah SWT. The following is an explanation of the 3 pillars of Prophetic Social Sciences.

a. Humanization (*amar ma'ruf*)

Humanization has the meaning of humanizing humans, eliminating objects, and dependence on humans which is a representation of amar ma'ruf (calling for virtue).(Syahputra, 2017:135)states that one of the effects of industrialization is the formation of an abstract society, a society without a human face. In industrial society, human nature and dignity are measured in terms of mere productivity, not in terms of solidarity and piety.

b. Liberation (*Nahi Munkar*)

Liberation comes from the word liber which means free, not bound, and not dependent. The goal of liberation is the liberation of humanity from cruelty, structural poverty, technological arrogance, and extortion. Society must be freed from social structures that are unjust and impartial to many weak people (Syahputra, 2017:189).

Liberation upholds personal dignity of humanity such as independence and a set of inherent human rights. In contrast to liberalism, which acts and fights for freedom but finds it difficult to sacrifice for the sake of others.

c. Transcendence

According to Kuntowijoyo, transcendence here is a representation of the concept of tu'minu billah. Tu'minu billah has the original meaning, namely faith in Allah. Transcendence aims to purify oneself by reminding the transcendental dimension that has become part of human nature. Humanization and liberation efforts must be carried out as a manifestation of faith in God because God commands humans to organize social life fairly (Syahputra, 2017:36).

Gamification is a way to use in-game elements into a non-game context. Werbach K & Hunter stated that gamification is the use of game elements or games with game design techniques in non-game contexts (Werbach & Hunter, 2012). According to Kotler, Gamification can help companies to promote their company and its products to its users in a more fun and interesting way because it has creative, informative and communicative elements.

According to (Eisingerich et al., 2019), there are 6 elements of gamification, including: Social Interaction, Describes the ability of an application to make its users stay connected with their friends. Sense of Control. The ability of an application to make it appear that the user is responsible and has control over existing objects. Goals, the ability of an application to provide specific goals that must be achieved by the user. Progress Tracking, the ability of the application to be able to document every progress made by each user. Reward, the ability of an application to provide a reward when the user has successfully completed a predetermined goal. Prompts, The ability of an application to remind users via notifications in the form of text or sound.

*E-commerce* is the use of the internet, web and applications for digital business transactions between companies and individuals(Laudon & Traver, 2014:10). Meanwhile, according to (Turban et al., 2015:7) e-commerce is the use of the internet to buy, sell, transport, or trade data, goods or services. Types of e-commerce based on the type of relationship according to (Bhankelar et al 2014) consist of 4 types, namely: E-Commerce Business to Business (B2B, E-commerce Business to Consumer (B2C), E-commerce Consumer to Consumer (C2C), and E-commerce Consumer to Business (C2B)

The Covid-19 pandemic has an impact on all aspects, ranging from politics, social, culture, defense, security, public welfare and even the economy.(Pakpahan, 2020)said government regulations

during the Covid-19 pandemic had an impact on the tourism, investment and trade sectors. The limitations of this mobility make people flock to use e-commerce to meet their daily needs. Based on Marketing Interactive, there are four digital activities that stand out the most during the Covid-19 pandemic, namely Gamification through micro-site games, web applications, and augmented reality, Use of QR codes that can be scanned by personal devices, Increasing demand for virtual events, Revitalizing shopping experience with O2O commerce (Hadyan, 2021).

## 2. RESEARCH METHODS

This type of research is qualitative considering that what is being studied in this research is the meaning behind an action. While the approach of this research is phenomenology which aims to reveal the meaning of one's experience. The meaning of a phenomenon experienced by a person depends on how a person relates to the phenomenon (Edgar & Sedgwick, 2022:273). The phenomenological approach wants to explain a phenomenon or a social phenomenon according to the perspective and meaning of life for those who live it themselves (Creswell, 1998:51). The subjects in this study were Shopee Tanam gamification users, namely Muzaki (Student), Ida (Household), Shidiq (Worker) Anggi (Student). The object of this study was the meaning of prophetic communication. Collecting data in this study by means of interviews, observations and documentation. While the data analysis technique in this research is by Epoch, Horizontalization, Textural description, structural description, and essential invariant structure.

## 3. RESULTS AND DISCUSSION

Based on the research results, the meaning of Humanization in Shopee Tanam gamification is contained in 3 substances, namely social interaction, goals, and prompts (Eisingerich et al, 2019). When the meaning is extracted from each of the Shopee Tanam players, there are several meanings that appear:

Based on interviews and observations with Muzaki, the meaning of humanization at Shopee Tanam is in social interaction which motivates him to be a solidarity with friends, take responsibility and share with those in need..So if it is concluded that social solidarity is the meaning that arises in Muzaki's mind so that it is in accordance with the values of Humanization, namely "Human dignity is measured by social solidarity, not in terms of mere productivity." (Syahputra, 2016). Based on interviews and observations with Ida, the meaning of humanization at Shopee Tanam is found in social interaction which increases solidarity and friendship relations. In addition, it is also found in Goals where the game interface is easy to play so that it provides comfort. So if it is concluded, social solidarity, ease of accessing something is the meaning that appears in Ida's mind so that it is in accordance with the values of Humanization, namely "humanizes humans, anti-dehumanization" (Syahputra, 2016). Observations on Shidiq, the meaning of humanization in Shopee Tanam is found in social interaction, namely a collaborative climate created from the virtual environment of Shopee Tanam to connect friendships.. Shopee Tanam also motivates himself to help others in different ways and has a simple but attractive appearance. So if it is concluded, cultivating *hablu minannas* is a meaning that appears in Shidiq's mind so that it is in accordance with the values of Humanization, namely "Humans are a representation of amar ma'ruf (calling for virtue)". Resource person, Anggi, the meaning of Humanization at Shopee Tanam can be seen from Anggi's understanding that doing good is easy and getting easier, makes it easier to meet and shopee has embedded a notification feature that helps Anggi manage the game through a prompt. So if it is concluded, the ease of helping and interacting is the meaning that appears in Anggi's mind so that it is in accordance with the values of Humanization, namely "humanizes humans, anti-dehumanization" (Syahputra, 2016).

The game mechanics presented by Shopee Tanam are in line with nature. Humans as social creatures (zoon politicon) who have the instinct to communicate with each other, help each other, loyal friends, tolerance, sympathy and empathy for each other. So that it violates human nature when someone engages in dehumanizing practices in social interaction. Gamification is the use of ways of working, thinking, and game mechanics into non-game contexts with the aim of establishing relationships with players and solving problems.

### **The Meaning of Liberation in Shopee Tanam Gamification during the Covid-19 Pandemic**

Based on gamified elements by Eisingerich et al (2019), the meaning of Liberation in Shopee Tanam gamification is contained in 3 substances, namely sense of control, reward, and goals. When the meaning is extracted from each of the Shopee Tanam players, there are several meanings that appear:

Based on interviews and observations with Muzaki, the meaning of Liberation at Shopee Tanam is found in the Shopee Tanam rewards which contribute to supporting Muzaki's economy, which has fallen due to the pandemic.. As well as Muzaki's age stability to control himself while playing Shopee Tanam which is contained in his sense of control. So if it is concluded that self-welfare is the meaning that arises in Muzaki's mind so that it is in accordance with the values of Liberation, namely "The liberation of humans from structural poverty, technological snobbery" (Syahputra, 2017:189). Resource person Ida, the meaning of Liberation at Shopee Tanam is in the rewards that support Ida's economy during the pandemic. He is also able to control himself during play through the countdown time feature. In addition, it is also found in Goals where Shopee also contributes to the game's missions through various events. Shopee Tanam also provides various plant seeds so that they are more flexible. So if it is concluded, the symbiosis of mutualism is the meaning that arises in Ida's mind so that it is in accordance with the values of Liberation, namely "The liberation of humans from structural poverty, technological snobbery" (Syahputra, 2017:189).

Resource person Shidiq, the meaning of Liberation at Shopee Tanam is in the sense of control where he can control himself with the stimulus of the countdown timer feature. Whereas in Rewards he is able to reduce the nominal expenses so he can save money. So if it is concluded, self-control is a meaning that appears in Shidiq's mind so that it is in accordance with the values of Liberation, namely "The liberation of humans from structural poverty, technological snobbery" (Syahputra, 2017:189). Anggi resource person, the meaning of Liberation at Shopee Tanam is in the rewards, namely: he is able to reduce the nominal expenses so he can save money). In the goals section, Shopee Tanam Gamification also has a hand in providing support for the Tanam mission. This can be seen from the Shopee promo event. So if it is concluded, the symbiosis of mutualism is the meaning that arises in Anggi's mind so that it is in accordance with the values of Liberation, namely "The liberation of humans from structural poverty, technological snobbery" (Syahputra, 2017:189).

### **The Meaning of Transcendence in Shopee Tanam Gamification during the Covid-19 Pandemic**

Based on gamified elements by Eisingerich et al (2019), the meaning of Liberation in Shopee Tanam gamification is contained in the substance, namely social interaction. When the meaning is extracted from each of the Shopee Tanam players, there are several meanings that appear:

Based on interviews and observations with Muzaki, the meaning of Transcendence at Shopee Tanam is found in the program and gameplay that is full of building a relationship with God (*hablu minallah*) such as increasing responsibility and giving charity.. This is in accordance with the values of Transcendence, namely "purify oneself by recalling the transcendental dimension" (Syahputra, 2017:135). Based on interviews and observations of resource person Ida, the meaning of

Transcendence in Shopee Tanam is found in the program donations of rice or money can help others so it can be said to increase faith and produce rewards. Therefore, there is continuity between *hablu Minannas* and *hablu Minallah*. This is in accordance with the values of Transcendence, namely "reminiscent of the transcendental dimension, faith" (Syahputra, 2017:135). Based on interviews and observations with Shidiq, the meaning of Transcendence in Shopee Tanam is found in the Donation Shopee program which invites players to pray in a unique way. This is in accordance with the values of Transcendence, namely "God oriented" (Syahputra, 2017:135).

Resource person Anggi, the meaning of Transcendence at Shopee Tanam is found in donation seeds to help others so that they get rewards in the form of rewards. This increases faith according to Allah's commands.

#### 4. CONCLUSION

The meaning of Prophetic Communication in Shopee Tanam gamification during the pandemic is obtained through six gamification elements based on pre-existing theories. The six elements were withdrawn based on the research subject so that it gave rise to variations in meaning in it. To draw a common thread, an analysis of the 3 pillars of Prophetic Communication was carried out which then resulted in meaning to Shopee Tanam.

The meanings that emerge from the subject of this research are high social solidarity, increased self-welfare in the midst of a pandemic, and the actions of *hablu minannas* which are integrated with *hablu minallah*. As a result, Shopee Tanam Gamification contains the values of Prophetic Communication that are in line with Humanization, Liberation, and Transcendence.

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