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Jakarta's urban culture representation on social media @jakarta_tourism: A semiotics analysis

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| ARTICLE INFO	ABSTRACT
Keywords: Jakarta semiotics Roland Barthes social media urban culture	Social media can form the identity of the representation content. The content of the Instagram account @jakarta_tourism represents the identity of the urban culture of Jakarta as a tourism brand. This study aims to find out and reveal the representation of Jakarta as a city of urban culture, based on the signs from the content of the Instagram account @jakarta_tourism. This study is descriptive qualitative using the constructivist paradigm using the semiotic analysis method by Roland Barthes. The main focus of the semiotic analysis by Roland Barthes is to find the meaning of denotation, connotation, and myth of a sign. The results in this study indicate that some content of the Instagram account @jakarta_tourism represents Jakarta as a city of urban culture and highlight that as part of the brand of Jakarta Tourism. That was revealed after this research analyzed using syntagmatic and paradigmatic studies on posts of Instagram account @jakarta_tourism to find the meaning of denotation and connotation/ myth. As for the myth, it is shown that the concept of urban culture is closely related to acculturation forms of urban culture and urban society and space to express various arts and cultures.

Introduction

Social media is a web-based technology in which users have conversations and can share content in the form of photos, videos, and links (Gould, 2013, p. 3). Social media has a major influence on the formation of self-identity or the objects in it. Through media social, people not only carry out the communication process but also show their identity in social life (Ajeng, Unde, & Aziz, 2018, p. 84). Social media is often used in marketing strategies (Wahyuni et al., 2021; Jamil & Eriyanto, 2021; Dalangin et al., 2021). Digital marketing includes more than just internet marketing (Tarigan & Sanjaya, 2013; Veronika & Raharjo, 2021). Several types of social media platforms are widely used by audiences, such as Youtube, WhatsApp, Facebook, Instagram, Twitter, Tiktok, and many more.

Figure 1. Data of internet user's favorite social media platforms in the world
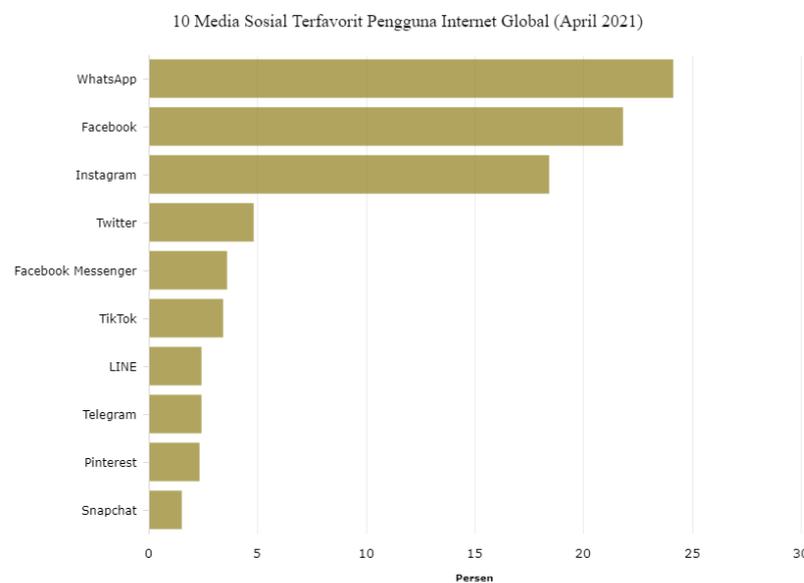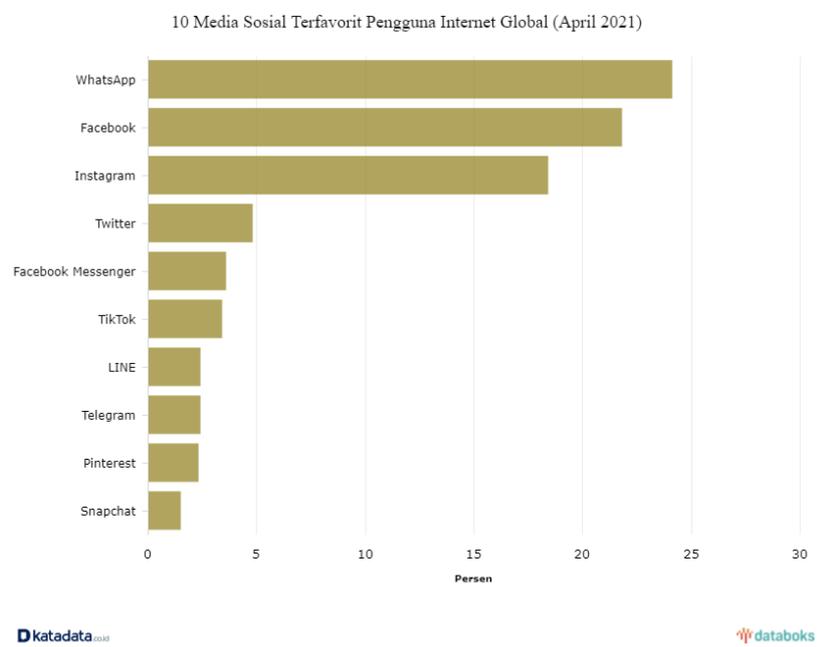
Source: Databoks, 2021

Based on data from Databoks in 2021, Instagram is the most popular social media platform used by internet users worldwide after WhatsApp and Facebook (Lidwina, 2021). Until July 2021, there have been 1.07 billion Instagram users worldwide. Amount 354 million users are younger adults, ranging in age 25 to 34 years old (Rizaty, 2021). Instagram is a photo and video-sharing social media platform that conveys one's self-presentation online (Prasetya, 2020; Octaviana & Susilo, 2021). Instagram is a video and image-focused social networking site that allows users to add captions, hashtags and comments to their posts. This application is compatible with PCs and mobile devices but is primarily designed for mobile devices (McNely, 2012; Susilo, 2021).

The Jakarta Tourism and Culture Office (JTCO), a government agency, also used Instagram, the account @jakarta_tourism, to promote tourism and culture in Jakarta. In addition to presenting about tourism and culture of Jakarta, there are hidden meanings and identities Jakarta wants to show from the content of the Instagram account @jakarta_tourism. Based on the observations from this study, the form of identity from Jakarta that the content of the Instagram account @jakarta_tourism wants to represent an urban culture concept.

According to Turley (2015), urban culture impacts urbanization on community activities, business, and social organizations. Otherwise, the habits of society, business, and social organizations can influence urban culture (Turley A. C., 2015). The diversity of cultures is one of the most significant factors in forming urban culture within the scope of an urban area. Cultural diversity produces by the high rate of urbanization in an urban area.

Meanwhile, Jakarta is a city with criteria for urban culture. This is due to the high rate of urbanization in Jakarta, which makes Jakarta a metropolitan city with a wide scope and a mighty cultural diversity. Another thing that makes Jakarta have the criteria as an urban culture city can be seen in the architectural form. Several buildings in Jakarta have architecture with classic European characteristics from colonial heritage, the Middle East, East Asia (China), and local culture in Indonesia.

Based on an explanation of the relationship between Jakarta and the concept of urban culture, several of the content from the Instagram account @jakarta_tourism has indicated that Jakarta is a city of urban culture. Therefore, this study tries to dig deeper into any meanings or signs of the content of the Instagram account @jakarta_tourism that strengthen the representation of Jakarta as a city of urban culture.

To research meanings or signs that contain representations of Jakarta as a city of urban culture at the content of the Instagram account @jakarta_tourism, this study uses semiotic analysis from Roland Barthes. Meanwhile, the semiotic analysis by Roland Barthes tries to research the meaning of connotation and denotation from the content of the Instagram account @jakarta_tourism, which represents Jakarta as a city of urban culture.

Method

The type of this study was descriptive qualitative, in descriptive qualitative research has the aim of providing a detailed description of a social phenomenon and can answer questions in detail on the social phenomenon to be studied (Wibowo, 2013, p. 35). This research used the constructivist paradigm, while the constructivist paradigm will understand the world based on the experience of complex reality from the point of view of the humans who live in it (Haryono, 2020, p. 19). Data collection techniques were used in the form of documentation. The sample data for this study were in the

form of two photos from the post on the Instagram account @jakarta_tourism. The author chooses the most liked photo on the Instagram account. In addition, other forms of documentation were a collection of text from captions that are in line with the sample posts used in the Instagram account @jakarta_tourism.

**Figure 2. Sample posts used in the Instagram account @jakarta_tourism**
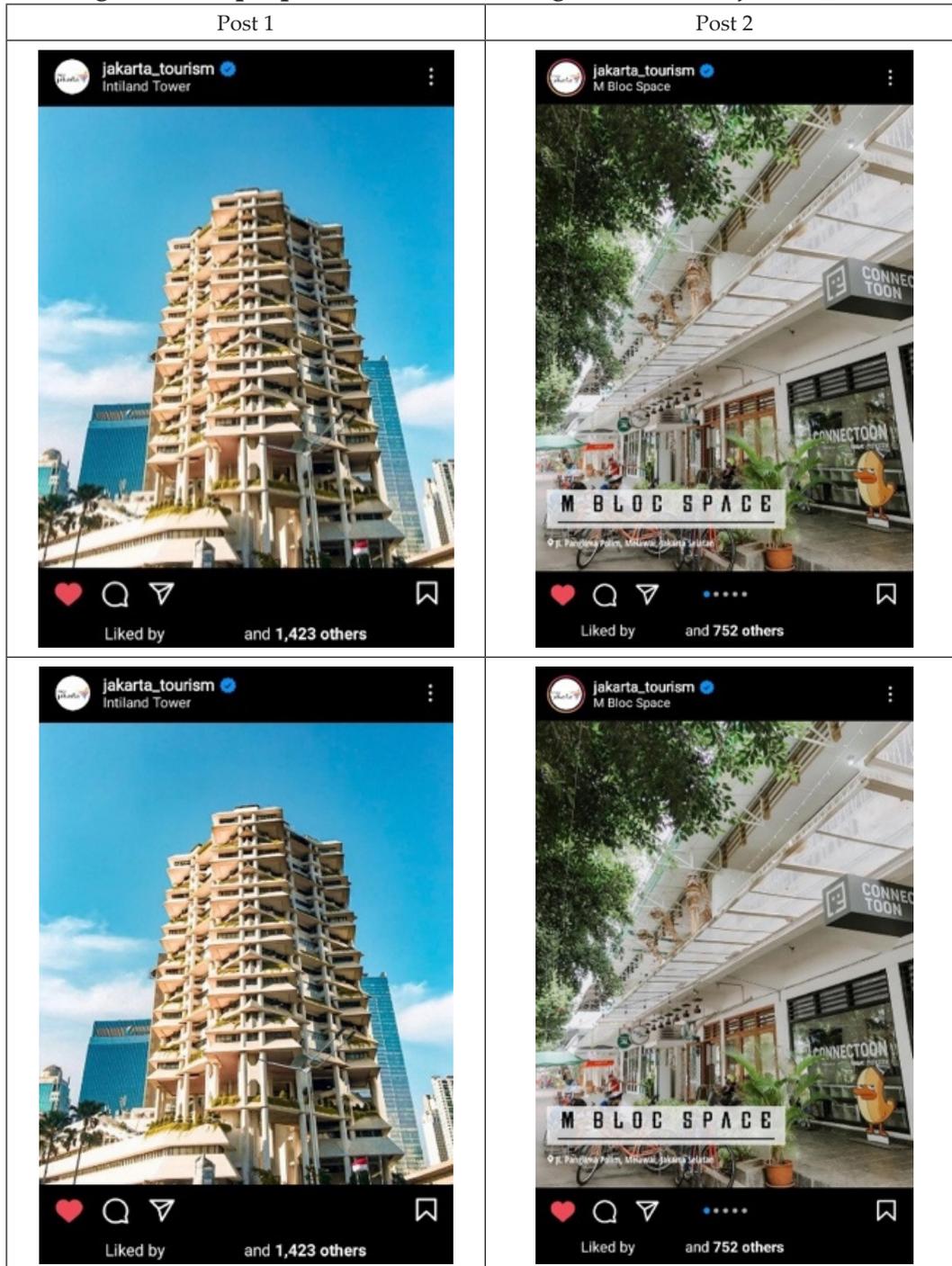
Source: Instagram, 2021

Roland Barthes interprets a sign (sign) into a system that includes an expression (E) or a signifier in relation (R) to content or signified (C) and is abbreviated as ERC. In the semiotic analysis of Roland Barthes, the primary sign system or primary sign system can be an element of a sign system or sign system that is comprehensive and has different meanings from the past. A sign system can be a complete element if the primary sign (E1 R1 C1) becomes a form of expression from the second sign system or secondary sign system (Wibowo, 2013, p. 21).

$$E_2 = (E_1 \ R_1 \ C_1) \ R_2 \ C_2$$

Based on the explanation above, it can be understood that the primary sign system can also be said to be denotative, whereas the secondary sign system can be said to be connotative semiotics (Wibowo, 2013, p. 21). In addition to connotation, one of the other secondary sign systems is the myth that appears in the text at the code level. According to Barthes (2017), myth is a form of message that contains ideology. In carrying out their functions, myths will naturalize norms or beliefs to look normal and natural. The sign or code has a role in producing various cultural myths (Barthes, 2017, p. 9).

Figure 3. Roland Barthes Semiotics Model
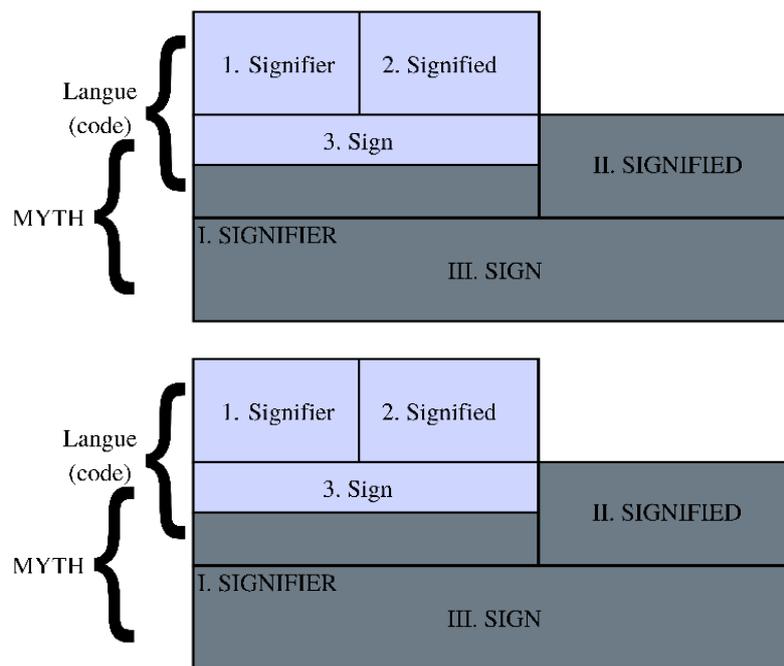
Source: (Wibowo, 2013, p. 22)

After determining the data collection techniques and a sample of Instagram account @jakarta_tourism posts, the author conducts the semiotics analysis. Furthermore, this research analyses the data using the semiotic analysis method from Roland Barthes. The use of the semiotic analysis method from Roland Barthes to find

out the meaning of denotation, connotation, and myths contained in the two samples of Instagram account @jakarta_tourism posts.

This study uses a syntagmatic study to find the meaning of denotation in two samples on the Instagram account @jakarta_tourism posts. In a syntagmatic study, this study utilizes the text from the captions

of the two samples' Instagram account @ jakarta_tourism posts. Furthermore, this study patterned text content in the caption on two samples of Instagram account @ jakarta_tourism posts and the meaning.

Furthermore, this study uses a paradigmatic study to find the meaning of connotations and myths in the two samples of Instagram account @jakarta_tourism posts. In a paradigmatic study, this study looks for signs of Lexia in the photos of the two samples of Instagram account @ jakarta_tourism posts. After knowing the sign of Lexia, this research then looks for the meaning of connotation by using five reading codes from Roland Barthes. Barthes describes lexis as "blocks of signification" and "units of reading."

In this study, Roland Barthes used only four semiotic analysis codes. These include hermeneutic codes, semic/connotative codes, symbolic codes, and cultural codes. This study uses only four of the five codes of semiotic analysis from Roland Barthes because the proaretic code is only used to determine the connotative meaning of human behavior. As for the overall object of this research, namely the architectural documentation in the Instagram account @ jakarta_tourism post. Therefore, this study does not use the proaretic code to find the connotative meaning.

After analyzing the data for the two samples of Instagram account @jakarta_ tourism posts, the author validated the data. Triangulation techniques are the data validity technique used in this study. The triangulation technique in testing the credibility of the data is by using some other empirical evidence (Winarni, 2018, p. 184). Other empirical evidence includes online articles, websites, and social media (Wibowo, 2013, p. 38).

Results and Discussion

The results in this study are described based on syntagmatic and paradigmatic studies of the two posts on the Instagram account @jakarta_tourism to find the respective denotative and connotative meanings that represent Jakarta as a city of urban culture.

The semiotic analysis technique from Roland Barthes is used to find the meaning of denotation, connotation and myth contained in the two uploads from the @ jakarta_tourism Instagram account. In looking for the meaning of denotation, connotation, and myth, this research utilizes syntagmatic studies and paradigmatic studies. The syntagmatic study is used to help find the meaning of denotation, while the paradigmatic study is used to help find the connotative meaning of the two uploads to the Instagram account @jakarta_tourism.

In conducting a paradigmatic study to find the meaning of connotations and myths in the two uploads from the @ jakarta_tourism Instagram account, this study utilizes the semiotic analysis code from Roland Barthes. The form of Roland Barthes' semiotic code analysis consists of hermeneutic code, semantic code, symbolic code, and cultural code. In helping to find connotative meanings with Roland Barthes' code of semiotic analysis, this study also looks for the meaning of lexis contained in the two uploads to the Instagram account @ jakarta_tourism.

Syntagmatic

Based on the content of the text in the caption of the first post on Instagram (on Figure 2) account @jakarta_tourism, it can be found that the meaning of denotation has been compiled as follows:
1. Intiland Tower has a unique architectural form.

Table 1. Sample posts used in the account @jakarta_tourism

	Post 1	Post 2
Shooting Technique	Long Shot	Long Shot Medium Close Up Close Up
Color Selection	White Green Blue	White Green Red Brown Gray
Lighting Technique	Available Light	Available Light
Shooting Angle	Low Level	Eye Level High Eye Level

Source: Processed by Researchers, 2021

2. The concept highlighted in the architectural form of Intiland Tower is local wisdom, different from other skyscrapers with a modern minimalist architectural concept.
3. There are plants on the balcony of Intiland Tower, which indicates this building looks friendly to the environment.

Meanwhile, the denotation meaning found in the caption of the second post on the Instagram account @jakarta_tourism can be described as follows:
1. M Bloc Space brings space art and color that produces creativity.
2. M Bloc Space presents interesting places, such as culinary, art, culture, and unique goods space.
3. M Bloc Space is a place to recommend good places to enjoy good food and art in Jakarta.

Paradigmatic

Before further examining the connotative meanings of the two samples of Instagram account posts @jakarta_tourism, this study will describe the signs of Lexia contained in a collection of photos in the two samples of @jakarta_tourism Instagram account posts (Table 1).

After determining the sign of Lexia from the two posts samples of the Instagram account @jakarta_tourism, the next step is to examine the meaning of the connotations in the two sample posts. Meanwhile, in examining the connotation meaning of the two posts, samples of the Instagram account @jakarta_tourism using the reading code from Roland Barthes as follows:

1. *Hermeneutic Code*

In the first post of the Instagram account @jakarta_tourism, the connotative meaning found using the hermeneutic code, namely the building at the Intiland Tower, adapts the local wisdom where the Indonesian people live. This is shown from the roof of the Intiland Tower, which is triangular or trapezoidal, with plants on the balcony. Meanwhile, in the second post of the Instagram account @jakarta_tourism, finding the connotation meaning by using a hermeneutic code, namely a concept of art space in buildings and some items in M Bloc Space, can illustrate that the culture of urban communities enjoys art space and can spark self-creativity.

2. *Semic/Connotative Code*

Based on the semic code, the connotation meaning of the representation of Jakarta as a city of urban culture was found in the first post on the Instagram account @jakarta_tourism. This can be seen from low-level shooting techniques that emphasize the skyscrapers at Intiland Tower and lighting techniques with available light that emphasize the actual urban conditions. Meanwhile, based on a semic code study, the connotative meaning representing Jakarta as a city of urban culture is also found in the second post of the Instagram account @jakarta_tourism. This can be seen from shooting techniques with long shots, medium closeups, and closeups. Each use of these shooting techniques has the meaning of fully showing the background and architecture of the arts and cultural spaces contained in M Bloc and showing several attributes of the concept of sustainability, which are the main concerns in the concept of an urban culture city.

3. *Symbolic Code*

Based on a study using symbolic codes, it was found that connotative meanings represent Jakarta as a city of urban culture in the first post on the Instagram account @jakarta_tourism. This can be seen in white, interpreted as a clean and bright building. Green signifies the concept of sustainability. Meanwhile, blue signifies the dominance of minimalist urban architecture surrounding Intiland Tower instead of M Bloc.

Meanwhile, based on a study using symbolic codes, it was also found that connotative meanings represent Jakarta as a city of urban culture in the second post of the Instagram account @jakarta_tourism. This can be seen from the use of colors consisting of white, red, green, brown, and grey. White use is interpreted as something clean, simple, and seems minimalist. Meanwhile, the use of red is interpreted as a form of enthusiasm. The use of green is a sign of fertility and sustainability. The use of brown is interpreted as a strong and reliable or responsible form, and grey is interpreted as a balance and classic (Monica & Luzar, 2011, pp. 1089-1092).

4. *Cultural Code*

In a study using cultural codes, a myth was found about the concept of an urban culture city in the first post on the Instagram account @jakarta_tourism. As for the form of the cultural code in the first post on the Instagram account @jakarta_tourism, it was found that a triangular roof structure dominates the architectural concept of the local community's house, and there are several types of plants on the page. Therefore, to combine urban culture and local culture, Intiland Tower combines a skyscraper structure with a local building structure with a triangular roof shape and plants on the balcony. Meanwhile, the myth about the concept of an urban culture city is also found in the second post on the Instagram account @jakarta_tourism using the study of cultural codes. As for the form of the cultural code in the second post on the Instagram account @jakarta_tourism, it was found that urban communities tend to have creativity and are happy to express all potential to become things. Therefore, the second post highlights the concept of a public space that is friendly to art forms and creativity.

After observing and researching the first and second uploads from the @jakarta_tourism Instagram account, the results obtained are a form of representation of Jakarta as a city of urban culture in the first and second uploads of the @jakarta_tourism Instagram account.

Meanwhile, this study found the connotative meaning of the hermeneutic code in the first upload of the @jakarta_tourism Instagram account, in the form of a description of the characteristics of local wisdom shown on the Intiland Tower, namely there are plants on the balcony and a triangular roof. Almost all Indonesian people's residences have a triangular roof shape and use the yard to place various plants or plants. This further emphasizes the blend of urban culture in skyscraper architecture with local wisdom where the Indonesian people live. Therefore, the concept of an urban city can be seen from the combination of the local cultural architecture of the Indonesian people with modern and minimalist urban culture.

The meaning of the hermeneutic code for the first upload to the @jakarta_tourism Instagram account, which is about the concept of an urban culture city as seen from the combination of local and urban culture, is reinforced by the argument from Pasaribu (2017). According to Pasaribu, the dynamic nature of culture or elements of local wisdom is a balancing factor in meeting all the challenges of urban growth, which is too oriented to the economy and the scope of modern social life and hedonism (Pasaribu, 2017, p. 7). According to Mangunwijaya (1995), as quoted by Wahjutami (2017), the elements of urban culture regarding minimalist modern architecture are interpreted as a struggle, where a phenomenon of the reality faced by urban communities (Wahjutami, 2017, p. 24).

In addition, this study also found the semic code in the first upload based on image capture techniques. The shooting technique used is the low angle. Taking pictures using a low angle technique further emphasizes the skyscraper's shape from the Intiland Tower, my first upload to Instagram @jakarta_tourism. This argument is strengthened by Sitorus and Simbolon's (2019) statement, which explains the technique of shooting with low angles. According to Sitorus and Simbolon, the meaning of low angle gives the impression of a solid and sturdy building that looks majestic or luxurious (Sitorus & Simbolon, 2019, p. 146). The elements of splendor and luxury in my first uploaded photo on Instagram @jakarta_tourism further strengthen the concept of modern urban culture.

Meanwhile, this study also found the connotative meaning of the symbolic code for the first upload (Figure 2) of the @jakarta_tourism Instagram account. Based on the symbolic code, it was found that three dominant colors were used naturally in the first uploaded photo of the @jakarta_tourism Instagram account, namely white, green, and blue. White is interpreted as clean and bright; blue is interpreted as intellectual and modern; green from plants is interpreted as natural and sustainable (Monica & Luzar, 2011, pp. 1090-1092). Therefore, the three colors represent Jakarta as an urban culture city with a clean, modern, and sustainable urban culture.

As for the myth of the representation of Jakarta as a city of urban culture in the first upload to the Instagram account @jakarta_tourism, it can be seen from the cultural code. The concept of an urban culture city in the first upload is interpreted based on the forms of acculturation in it. The cultural background difference between immigrant and urban communities creates a form of acculturation and its uniqueness for urban areas (Gunapriatna & Dewi, 2021, p. 35). Therefore, the Intiland Tower and M Bloc, described in the first upload of the @

jakarta_tourism Instagram account, indicate that the concept of an urban culture city can be represented by architectural forms that instil cultural acculturation of immigrant communities with urban residents.

The cultural elements of the local Indonesian community or immigrants are depicted from the triangular or trapezoidal roof shape. Based on the Javanese cultural philosophy that represents the local Indonesian community or immigrants, the shape of the triangular roof is interpreted as the shape of a mountain (Hermawan & Prihatmaji, 2019, p. 390). The shape of the mountain itself is interpreted as a social construction of the community towards the natural surroundings. Therefore, some plants adorn the balcony of the Intiland Tower building, which is also interpreted as uniting with the surrounding nature.

Meanwhile, elements of urban culture can be seen from the towering shape of the Intiland Tower. The shape of these tall buildings is in line with the limitations of urban land, which tends to be static, along with the rapid growth of the population. Therefore, the presence of skyscrapers adds to the function of urban buildings (Putra, Kahar, & Sasmito, 2015, p. 233).

Meanwhile, in the second upload (Figure 3) to the @jakarta_tourism Instagram account, this research finds meaning through hermeneutic codes. The form of the hermeneutic code in the second upload of the @jakarta_tourism Instagram account shows a comfortable public space to enjoy and express color and art. In addition, the small thing that I want to highlight is that urban people enjoy beautiful art spaces which can spark their creativity.

Figure 2. Sample posts used in the Instagram account @jakarta_tourism

| Slide 1 | Slide 2 | Slide 3 |

| Slide 4 | Slide 5 |
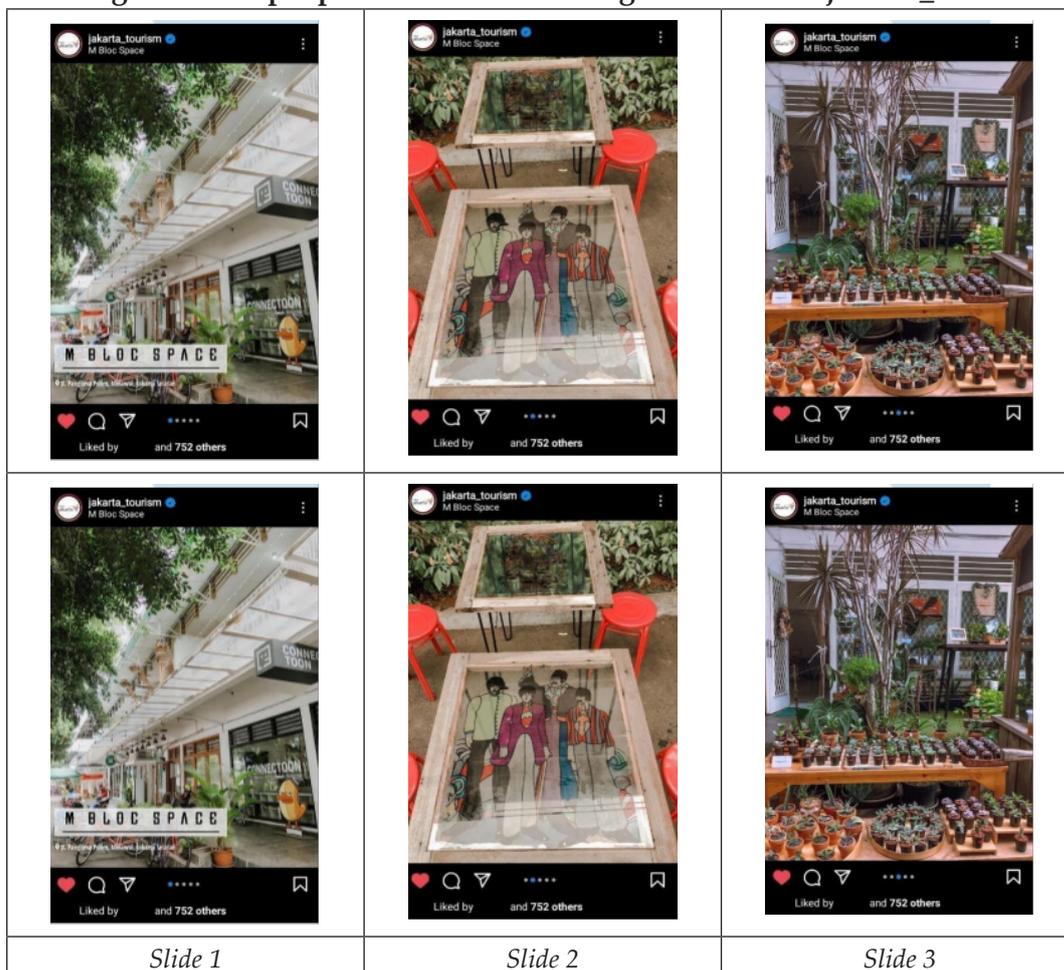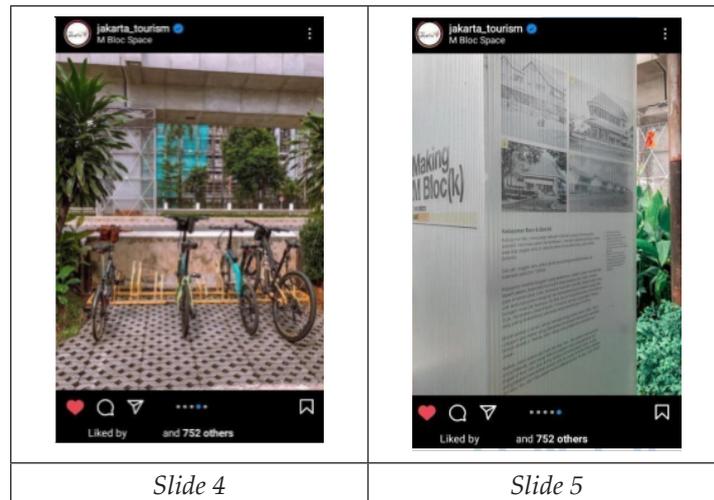
According to Gunapriatna and Dewi (2021), the urban population's interest in art spaces begins with immigrant communities, which, on average, have a middle class who want to act like an upper-class social order. Therefore, the immigrant community with the middle class creates a quality work of art. Then, different forms of appreciation from immigrant communities towards an art become unique so that it is carried over to urban communities and interacts with each other into urban culture (Gunapriatna & Dewi, 2021, p. 35).

As for the semic code, the second upload of the @jakarta_tourism Instagram account (Figure 3) shows the art space's overall connotation and detailed meaning. This can be seen from the shooting technique, each of which uses a long shot, medium close up, and close up technique. In photo slide one uploaded by the second Instagram account @jakarta_tourism, the shooting technique is a long-shot. The long-shot is a technique of taking pictures with photo objects that fully highlight the background (Bonafix, 2011, p. 852). The use of the extended shot technique has the meaning to fully show the background and architecture of the art and cultural space contained in M Bloc Space to describe the concept of an urban culture city that is interpreted in art and cultural space.

Meanwhile, taking pictures with a closeup medium is used in photos of slides 3 and 4 uploaded by the two photos uploaded by accounts @jakarta_tourism. The medium closeup is a technique of taking pictures by showing the uniqueness of the photo's object up close (Fachruddin, 2017, p. 150). The medium closeup technique on photos in slides 3 and 4 uploaded by the two Instagram accounts @jakarta_tourism aims to get closer to objects in the form of bicycles and plants around M Bloc Space. In addition, the connotative meaning contained in the use of the closeup medium technique is to show several attributes of the sustainability concept, which are the main concerns in the urban culture concept (Gillberg, Berglund, Brembeck, & Stenbäck, 2012, p. 9).

Furthermore, the closeup shooting technique is used in photos of slides 2 and 5 uploaded by the two @jakarta_tourism Instagram accounts. Pictures with the closeup technique are carried out at a close distance, thus emphasizing an object (Junaedi, Pranata, Hariadi, & Purnama, 2018, p. 690). The objects in the photos on slides 2 and 5 uploaded by the two @jakarta_tourism Instagram accounts are the arrangement of illustrated tables and chairs and a partition containing some historical writings and pictures from M Bloc Jakarta. Taking pictures with the closeup technique emphasizes

the photo's object, namely the elements of art and history contained in slides 2 and 5 uploaded by the two Instagram accounts @ jakarta_tourism. The art element itself can be seen from the picture table and the historical element, which is the basis of the concept of an urban culture city derived from the partition containing several historical writings and pictures from Blok M, Jakarta.

This study also finds connotative meanings in the uploads of the two Instagram accounts @jakarta_tourism through symbolic codes. The meaning of the symbolic code that represents Jakarta as a city of urban culture can be seen from the use of color in the second upload of the @jakarta_tourism Instagram account. The use of colors consists of white, red, green, brown, and grey. The white domination can be seen from the photos on slides 1 and 5 uploaded by the two Instagram accounts @jakarta_tourism. The white dominance in slides 1 and 5 indicates something clean and straightforward and seems minimalist (Monica & Luzar, 2011, p. 1092). The minimalist concept is closely related to the urban culture, which is simple and modern.

Meanwhile, the red in photo slide two uploaded by the two Instagram accounts @ jakarta_tourism can be interpreted as a form of enthusiasm and enthusiasm (Monica & Luzar, 2011, p. 1089). The consumptive lifestyle of urban communities underlies the creation of a high spirit and enthusiasm. Furthermore, for the green contained in slides 1 and 3, the second upload of the @ jakarta_tourism Instagram account is obtained from the natural colors of plants. The color signifies fertility and sustainability (Monica & Luzar, 2011, p. 1090). Therefore, the green of the plants in the M Bloc Space is represented by fertility and sustainability, which is a significant concern in the concept of an urban culture city (Gillberg, Berglund, Brembeck, & Stenbäck, 2012, p. 9).

As for the chocolate associated with the object of slide 3 photo uploaded by the two Instagram accounts @jakarta_tourism in the form of soil and pots, chocolate is interpreted as a solid and reliable or responsible form. This is in accordance with the principle that urban communities must be strong and reliable or responsible in one way or another. Meanwhile, grey is obtained from the color of the sides of the table, which is the object of photo slide two uploaded by the second Instagram account @jakarta_tourism. Gray is interpreted as a neutral color and has a balanced and classic meaning (Monica & Luzar, 2011, p. 1092). This balance can be considered a blend of urban culture and urban residents.

This study also found myths (Synthesis from Barthes Semiotics) in the second upload of the @jakarta_tourism Instagram account through the cultural code. As for the myth in the second upload of the @ jakarta_tourism Instagram account, art cannot be separated from urban culture. As seen from their dynamic movements, the spirit of urban and urban communities is implemented in the form of the presence of art in them (Gunapriatna & Dewi, 2021, p. 35). The form of the presence of art in the culture of urban and urban communities in Jakarta is represented in the form of uploads to the second Instagram account @jakarta_tourism, in the form of art space at M Bloc Space, Jakarta.

Conclusion

After observations through the documentation of two posts on the Instagram account @jakarta_tourism, this concludes that the representation of Jakarta as a city of urban culture is found in the content of the Instagram account @jakarta_tourism. This was revealed after this study examined the meaning of denotation and connotation of the two posts on the Instagram account

@jakarta_tourism using syntagmatic and paradigmatic studies. Urban culture creates and communicates with building representation.

In this research, the two posts on the Instagram account @jakarta_tourism describe the concept of an urban culture city in Jakarta, such as buildings with architecture in the form of acculturation of urban and local culture, as well as artistic and cultural spaces in urban areas. The depiction of a building with an architectural form of acculturation can be seen in the first post, where the building is the Intiland Tower building in Jakarta. Meanwhile, the form of art and culture space is described in the second post, which is the area of M Bloc Space in Jakarta.

The myth found in this study is that the concept of urban culture is related to the form of cultural acculturation and also to the art space. Therefore, it can be concluded that the representation of urban culture in Jakarta is related to the form of cultural acculturation and art space. This is further strengthened by the meaning of denotation and connotation contained in the two posts on the Instagram account @jakarta_tourism and the opinions of other researchers who explain the concept of urban culture in their research.

Based on the results of this study, it is hoped that it can be useful to give awareness about the urban culture that exists in the surrounding life. Therefore, it is hoped that the Instagram account @jakarta_tourism will further increase content related to the concept of an urban culture city. In addition, it is hoped that social media accounts with content about urban areas will include and clarify the concept of urban culture.

Acknowledgments

Declaration of Ownership

Conflict of Interest

Ethical Clearance

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