Critical Discourse Analysis of Viral Ads: Binomo

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Abstract - This study was conducted to analyze the discourse contained in the Binomo advertisement; an advertisement related to online trading brokerage services that went viral on social media. Through qualitative research, the discourse contained in the advertisement is described in more depth using the Critical Discourse Analysis (CDA) method proposed by Fairclough (1989). By using three stages: 1) description; 2) interpretation; and 3) expansion, the results of the study show that advertisements for the Binomo stock trading scheme have the power to influence consumers with words that are easy to remember, language used that is familiar to the target audience, contain promises and expectations that are grandiose and manipulative.

Keywords: advertisement, advertisement language, critical discourse analysis

1. Introduction

Advertising comes from the Latin "advertere" which means "to direct attention to something". This is done as a form of announcement to the public regarding promotional activities for the sale of goods, services, or to spread a political or social message (Danesi, 2011). In line with that, Liliweri (2010) also said that advertisements can be used to persuade listeners, viewers, and readers so that they decide to take certain actions, for example buying the goods offered in the advertisement. Dyer (1982) also stated that advertising is a means or a tool to attract someone's attention to something or inform something to someone.

Besides being located in the image, sound and creativity in appearance, one of the main strengths in advertising lies in the language (Sunardi, 2017). To get the desired results, in producing advertisements, the advertising language used will be carefully considered by the advertising service provider. This is similar with what Siminto (2004) stated that an advertisement is created by carefully taking into account aspects of acceptance by the general public.

The language in advertising clearly has the power to influence the audience. Language is an important communication tool used to interact between individuals. It will be more meaningful if the language is used in everyday life by the speakers. In his/her narration, speakers can interpret something conveyed by speakers of other languages with different interpretations. In this case, language users must understand the content of the discourse well, so that the message in the discourse can be accepted and does not cause misinterpretation. Many studies have conducted the topic, Triyuni, Fadhilah, & Yuni (2018) have discussed the teenagers' perception towards language use in advertisements, the result shown that the perceptions of teenagers towards advertisements are the language used is simple and easy to remember, and advertisements function as reminder. Dali (2019) also did research that focused on the interaction of language, image and layout, and examines advertising persuasive strategies.

Today, the rapid development of technology seems to have had a tremendous impact on many fields, one of which is in the field of business. In this digital era, it is very easy for businessman/ woman to market their business only by relying on promotional tools or advertisements on the Internet through social media, one of which is by using the Youtube platform. One of the ads that went viral some time ago was the Binomo Ads.

Binomo is a platform formed by stock brokers. Quoted from investingstockonline.com, Binomo is an online preferred trading broker that has been operating since 2014. This broker is a branch of Tiburon Corporation Limited which is headquartered in Seychelles, a country located in the Indian Ocean. Currently, they have two main addresses, the first is located at Suite 1, 2nd floor of the Sound and Vision House on Francis Rachel Street, Victoria Seychelles. While the second is Stagord Resources Limited which is located on the 4th floor of the Irene Building in Nicosia Cyprus.

They offer services for binary options trading schemes, namely analysis of the ups and downs of stock prices within a certain time span. In Indonesia they are expanding their expansion through advertisements on Youtube. When Youtube viewers want to watch a video, this ad will then appear at the beginning of the video. With the frequency of its frequent appearances and has a lot of uniqueness in its advertisements; because of that later this ad became famous throughout Indonesia. Thanks to the viral on Youtube and Twitter, this ad then made many people to repost it and some

even parodied it. However, now, Binomo has been blocked by Kominfo because it is an illegal business as reported by tirto.id, the blocking was carried out at the request of the Commodity Futures Trading Arbitration Agency (CoFTRA) as of May 2019.

Although the period of fame is quite short, but only by using a simple concept and language this advertisement is able to attract many viewers. One of the discourses contained in the Binomo advertisement lies in the narrative conveyed by the main character in the advertisement. Narrative text in the ad is different from other texts. By using critical discourse analysis, we can find out the ideology to be conveyed in the text. Based on this, which then encourages the author to examine the phenomenon of language contained in the advertisement. Thus, by conducting a critical discourse study, it is hoped that the function of the language contained in the advertisement will be known.

2. Method

By using the critical discourse analysis approach proposed by Fairclough (1989), three stages of research will be carried out, namely: description, interpretation, and explanation. The description relates to the formal elements contained in the text; interpretation is related to the text and social interaction by seeing the text as a result of the production process and explanation concerning the relationship between interaction and social relations.

Quoted from Sunardi (2017), he stated that description (text analysis) is the form and content of the text. The analysis is an analysis of phonology, grammar, vocabulary, semantics, as well as supra-sentential aspects of textual organization, such as cohesion, taking turns in conversation. Meanwhile, interpretation (discourse practice) is the relationship between text and social practice. Discourse practice is related to socio-cognitive aspects of text production and interpretation. Then the last one is expansion (social practice), which is something related to different levels of social organization: situation, institutional context, wider social context or group; in this case the issue of power becomes the main theme (Fairclough: 1995).

This research is also included in qualitative research with data presentation techniques using descriptive patterns. The purpose of the descriptive pattern is a research method that seeks to describe and interpret objects according to what they are. The descriptive pattern produces an interpretation of the description of the structure and function of the advertising language.

The data in this study were obtained through documentation, listening, and notes. The source of the data for this research is the Binomo advertisement available on Youtube in which there is an advertising language in the form of a monologue narrative which is the data for this critical discourse study.

3. Results and Discussion

Text Description

In the Binomo ad which lasted about 2.5 minutes, shown a man who confessed as Budi Setiawan. His hair was styled in a tossed bangs style that once had its prime in the past. He wore a suit the brown light color with a sweater knitted colored in ivory. By using the pants length gray, he introduced himself as a professional trader who got inspired to become a trader after watching "The Wolf of Wall Street". While walking leisurely, Bob showed his magnificent house. He said that all properties, such as luxury homes and other wealth, could be obtained in just one year through futures trading on the Binomo.com application.

The following is a transcript of the monologue delivered by him:

Millions of people do not even realize that they can make $1,000 a day without leaving home . And you are one of one of them.

Hello, my name is Budi Setiawan. I am a professional trader. All you see is can I achieve in a period of less than one year. But the thing that is most important than ever I get is the experience that was priceless, and I will share the experience I told you. This is what many traders make transactions. They spend a lot of time and effort to earn their money. Honestly, that's what stopped me. I understand how far my ignorance is from the world of finance. I watch The Wolf of Wall Street and I thought, "WOW, People 's generating money from nothing ". But I also know that I do not know anything about the stock, or stocks, or whatever it is.

But a year that then I find Binomo, this is the platform. For the beginner can pass transactions trade. And like I say, I am now able to generate more than $1.000 just to devote 2-3 hours when I for trading. Now my friends call me a successful man, because I can travel to different parts of the world everywhere I want. Furthermore, they also learn how to earn.

Want to know how? Simple. Look, let's go to Binomo, I will open a trade now and make a profit of $88 in 1 minute, trading time 1 minute. Big deal is $100. I predict the graph will go up or down, then I wait a while. See, I got back the $100 I and generate profit amounted to $ 88 just within 1 minute.

What do you think? You can open an account with a $10 deposit and generate money by way of the same. To pass this open course website Binomo, register and select the currency of money want you to trade and attractive profit you get. We click open account, and now you are ready to proceed.

Binomo is more simple and more secure than running a business of your own. You need a small initial capital and you can start trading immediately after registering. Click the button on the screen, get $1,000 dollars in the demo account and start earning on Binomo with me.

By using the application wordcounter360, can be seen that in the monologue that contained the details as follows:

Table 1 Number of sentence constructions, clauses and words in the Binomo advertisement narrative

Text Type	Total
Words	319
Character	2141
Character (without spaces)	1829
Phrase	28
Paragraph	6
Average words/Phrases	12

Furthermore, from a narrative monologue text are also analyzed the word most frequently used in the table as follows:

Table 2 The number of words that often appear in the Binomo ad narrative

Keywords	Precentage
Me	27 (9%)
Which	13 (4%)
You	10 (3%)
Binomo	5 (2%)
Time	4 (1%)
Frim	4 (1%)
Produce	4 (1%)

In the monologue narrative text delivered by the Binomo ad, there are several pronominal words which are the words with the highest frequency. The word 'I' appear as much as 27 times, this word becomes a marker that narratives are presented take on the angle of view of the narrator, to recount his experience in using the application that he wanted to share stories of success were acquired.

Another word that often appears, one of them is 'you' with a frequency of 10 times or 3% of the total. The word 'you' used in the narrative is intended to attract the attention of the audience advertisements that can be carried in a story of success that is presented in the advertisement. In a frequency that often appears, the word 'you' is considered as an utterance which such solicitation and seduction for the audience to be affected by the story that was given, so that they also want to feel the experience of success similar to that experienced by the characters in the ad.

The next words are 'time' and 'produce' that appear as much as 4 times. The latter word is very closely related to the promises that are given in the narrative ads that to the audience. With the lure of the promise of sweet using the word time and produce, given a lot of information such as the time that is short to be successful and will be able to generate profit significantly when the audience using the application on the ad that.

Furthermore, analysis transitivity clause (Fairclough, 1989) is done to the narrative monologue ad Binomo as well. For purposes of description text, every sentence that consists of several clauses will be broken up into clauses.

Table 3 Number of clause transivities in narrative advertisement Binomo

No.	Transitivity	Number of Clauses	
		Binomo Ad Narrative	%
1.	Material	38	73%
2.	Relational	2	3.8%
3.	Mental	8	15.3%
4.	Verbal	2	3.8%
5.	Behavioural	0	0
6.	Existential	2	3.8%

In the table, the type of clause which has the most number is material clause reaching around 73%, then followed by mental clauses, around the 15.3%. The less clauses found are relational, verbal, and existential clauses with a percentage of only amounted to 3.8% for each. However, there is no behavioral clause in narrative monologue of advertising has found.

Interpretation

Narrative monologues presented in the Binomo ad shows an ideology to seek profit as much as possible by inviting the audience beginners who are interested to do business trade by joining with platform Binomo. Advertising is

using words that give the glory experiences experienced by Budi Setiawan, as a figure who narrated the ad. With a style of speech that is unique and uses sentences to manifold clauses material and mental, the narrative is encouraging and influencing people to join and feel the experiences.

This result has many significant impacts for the community which previously does not know the application is. Many gamers in Youtube are using this ad on their pages, so it makes people to feel curious and wish to download and use the application of trading stocks.

Expansion

Advertising Binomo by using some inspirational stories like from the movie "The Wold of Wall Street", Budi claimed that he was inspired becoming the successfully rich through nothingness has shown in the quote, "I'm watching The Wolf of Wall Street and I thought," WOW, People this guy makes money out of nothing "." He also mentioned that he found the application of trading this since a year ago and through applications that he promised that those who do not understand the market shares will be able to perform transactions trade with the way that simple.

Furthermore, Budi Setiawan also convinced his audience that he could earn more than US$1,000 just by using the Binomo application for 2-3 hours. In fact, he also mentioned his friends praised the success of the transaction trading market share due to traveling around the world with free. By using several mental clauses, the audience is invited to think more deeply following Budi's line of thinking to see the success that they will easily achieve just by using this application.

Then, at the end of the closing video, Budi convinced that many people do transactions trade through Binomo more secure compared to running a business more. He was also instructed to click on the links that exist in the video with the lure of getting the results were tantalizing, like that shown in the quote is, " Binomo more simple and more secure than running a business of your own." Language ads that use very persuasive with the purpose of the specific namely for the sake of luring people in order to use the product they are without thinking about the effects that may arise due to the language of advertising (Dali, 2019).

4. Conclusion

Based on the analysis that has been submitted, it can be concluded that the use of narrative monologue Binomo advertising is persuasive discourse that uses the language ad that is inviting and influence people to use the products offered. With the many uses of material and mental clauses in the narrative, this is intended to attract the public to do what the advertiser expects. By conducting this critical discourse analysis study, it is hoped that with the results of the research presented so that people can be more critical and not accept it at face value in accepting every discourse that exists in their lives.

Based on the results of this study, the context analysis discussed only includes the monologue narrative of Binomo's advertisement. Therefore, the researcher suggests that future researchers can apply this research study to other advertisements. In addition, other researchers can conduct more in-depth research on the context of the situation and socio-cultural context, also in more detail on all components that are owned by advertising, not only advertising language.

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