

## ABSTRAK

Kegiatan jual beli awal mula kita kenal dengan proses yang dilakukan secara langsung antara penjual dan pembeli bertemu tatap muka (face to face). Seiring dengan perkembangan jaman dan kemajuan teknologi, khalayak dapat melakukan kegiatan jual beli secara online melalui situs jual beli online yang dikenal dengan perdagangan elektronik atau electronic commercil (e-commerce). Diindonesia ada banyak situs online atau e-commerce seperti bukalapak, tokopedia, dan lainnya. E-commerce bukalapak juga melakukan kegiatan promosi yaitu beriklan ditelevisi. Penelitian ini bertujuan untuk mengetahui dan menganalisa apa saja makna yang diungkapkan oleh khalayak terhadap iklan bukalapak di televisi. Penelitian dilakukan terhadap iklan bukalapak versi gong xi fa chai ditelevisi dengan pendekatan kualitatif dan paradigma konstruktivis serta menggunakan metode studi kasus. Penelitian melakukan wawancara terhadap sepuluh orang narasumber yang menghasilkan pemaknaan dari iklan tersebut. Kegiatan beriklan yang menarik perhatian khalayak diharapkan dapat memberikan tanggapan yang baik bagi perusahaan dalam hal ini pt bukalapak.

**Kata kunci** : Kegiatan jual beli online, e-commerce, periklanan, situs online bukalapak, interpretasi

## **ABSTRACT**

*Early buying and selling activities in the beginning were familiar with the process carried out directly between the seller and the buyer met face to face (face to face). Along with the development and advancement of technology, audiences can conduct online trading activities through online buying and selling sites known as electronic commerce (e-commerce). Indonesia has many online or e-commerce sites such as bukalapak, tokopedia, and others. Bukalapak E-commerce also conducts promotional activities, namely advertising on television. This study aims to find out and analyze what are the meanings expressed by audiences against bukalapak ads on television. The study was carried out on the gong xi fa chai version of bukalapak advertisement television with a qualitative approach and constructivist paradigm and using a case study method. The study conducted interviews with ten speakers who resulted in the meaning of the advertisement. Advertising activities that attract the attention of the public are expected to provide a good response for the company in this case PT Bukalapak.*

**Keywords:** *Buying and selling activities online, e-commerce, advertising, bukalapak online sites, interpretations*