



Analyzing the SUPER A Strategy in Gojek's 'Emak Hemat' Advertisement

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ARTICLE INFO

Article history

Received 2025-07-02

Revised 2025-11-21

Accepted 2025-11-22

Keywords

Advertising creativity;

Brand engagement;

Gojek advertising strategy;

Indonesian culture;

SUPER A strategy.

ABSTRACT

Gojek's digital advertising campaigns frequently gain viral traction due to their strong cultural relevance, emotional appeal, and creative narrative execution. However, limited academic studies specifically examine how the SUPER A creative strategy is applied within these campaigns to enhance audience engagement and brand perception. This study aims to analyze the implementation of the SUPER A strategy. Simple, Unexpected, Persuasive, Entertaining, Relevant, and Acceptable, in Gojek's "Emak Hemat" advertisement, a campaign widely recognized for its humor, cultural resonance, and strong message of frugality. The research contributes to the growing body of literature on creative advertising strategies in Southeast Asia and provides practical insights for advertisers seeking effective storytelling models in the digital era. This study employs a qualitative research design using a case study approach and qualitative content analysis. Data were collected through documentation and non-participant observation of visual and textual elements in the "Emak Hemat" advertisement. The data were coded and analyzed based on the six dimensions of the SUPER A framework. The findings reveal that the advertisement successfully integrates all SUPER A elements. The narrative is simple and relatable, while unexpected comedic scenes maintain audience attention. The campaign's persuasive messages emphasize affordability and practicality, supported by entertaining humor rooted in everyday Indonesian family life. Cultural relevance is strongly reflected in the portrayal of a frugal mother figure, and the closing tagline ensures the message remains acceptable and memorable to diverse audiences. In conclusion, the effective implementation of the SUPER A strategy strengthens Gojek's brand positioning as a practical, economical solution for daily needs and demonstrates how culturally grounded storytelling can enhance advertising effectiveness in digital environments.

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1. Introduction

Advertising creativity in Indonesia is becoming increasingly unique and engaging. According to [Coker et al. \(2017\)](#), advertisements employing visual storytelling outperform direct-response video ads in terms of customer engagement. Other findings highlight how the use of social media has influenced the way videos are executed. Narrative-based advertisements are found to be more appealing than purely informational ones ([Kang et al., 2020](#)). [Pan & Chen \(2019\)](#) argue that storytelling significantly affects brand perception, purchase intention, and perceived quality.



Advertising has evolved to become more creative, moving away from merely repeating catchy slogans (Grover & Mandan, 2017; Lee & Kim, 2020). Modern audiences tend to avoid ads that “look too much like ads” because they are perceived as interruptive, especially on digital platforms such as YouTube, Instagram, or websites (Sundaram et al., 2020; Tito & Gabriella, 2019). As a result, advertisers are required to be more innovative in attracting attention and conveying their messages.

Gojek, one of the largest technology companies in Indonesia, has successfully leveraged the power of digital advertising to strengthen its market position. Gojek was founded in 2010 by Nadiem Makarim, Kevin Aluwi, and Michaelangelo Moran (Abdillah, 2022). The company was ranked 11th in Fortune’s list of Top 50 Companies That Changed the World (Putra, 2020). According to Sabilla (2023) and Sudiantini et al. (2023), Gojek Indonesia has managed to navigate market shifts through strategic planning, including effective marketing strategies. One of its successful advertising campaigns is the “Emak Hemat” (Frugal Mom) version, which went viral across various social media platforms. This campaign reflects Gojek’s deep understanding of its audience and its ability to integrate elements of local culture with innovative advertising strategies.

Previous studies indicate that Gojek’s advertising campaigns frequently adopt creative approaches that construct symbolic meaning and strengthen emotional engagement with audiences. Pramana & Suryaman (2022), for instance, demonstrated that the advertisement “Jangan Sepelekan Kekuatan Sebuah Jempol” successfully transformed the thumb gesture from a simple physical sign into a broader symbol of social support and collective contribution. Their findings highlight that Gojek does not merely communicate commercial messages but also embeds moral values that resonate with the public. Similarly, research by Liza (2024) on the “Emak Hemat” version of the “Hidup Hemat” campaign reveals that the advertisement articulates a comprehensive interpretation of frugality through the use of signs, symbols, and the character of Emak Hemat. The portrayal of practical savings strategies, integrated with services such as GoFood, GoMart, and GoRide, constructs a narrative emphasizing financially responsible behavior in everyday life.

Broader literature further underscores that advertising effectiveness is closely linked to the creative strategies employed. Advertising functions not only as a tool for conveying information but also as a mechanism for shaping consumer perceptions, emotions, and brand identity through carefully designed language, visuals, and narrative structures. As noted by Saraswati et al. (2020), an effective advertisement must capture attention, stimulate curiosity, generate desire, and encourage action. Likewise, Dianputri & Rosmiati (2020) explain that the creative strategy stage is essential for developing original and audience-oriented campaign concepts that increase message impact.

Within the Indonesian context, Hakim’s SUPER “A” framework in Wenerda (2018) serves as one of the most prominent evaluative models for creative advertising. This framework outlines six essential elements, Simple, Unexpected, Persuasive, Entertaining, Relevant, and Acceptable as benchmarks for determining the strength of an advertisement. Other scholars provide complementary insights, Cahya et al. (2025) highlights the role of emotional appeal in fostering consumer–brand connection, Sonni et al. (2025) emphasize the importance of platform-specific creative content, Simi dos Santos et al. (2022) stress the critical role of cultural relevance, while (Brandalise, 2024; Landa, 2022; Pererva & Myronova, 2023) argue that narrative depth, storytelling, and cultural insight are key components that enhance recall, engagement, and brand affinity. Collectively, these studies show that creativity in advertising is a multidimensional process informed by narrative innovation, aesthetics, cultural context, interactivity, and data-driven adaptation.

These scholarly insights provide a strong foundation for examining the “Emak Hemat” campaign through the SUPER “A” framework. Integrating findings from previous research helps clarify how creative elements operate within this advertisement and why the campaign achieved significant resonance in Indonesia’s digital media landscape. Accordingly, analyzing this case is not only relevant but necessary for understanding how creative strategies shape audience engagement and contribute to the strength of Gojek’s brand identity.

The success of the “Emak Hemat” campaign was not a matter of chance. Gojek applied a creative strategy known as SUPER “A” in the design and execution of the advertisement. This strategy incorporates elements such as compelling storytelling, intelligent use of humor, emotional appeal, relevance to everyday life, and adaptation to local culture. Through this approach, Gojek not only managed to capture audience attention but also created advertisements that encouraged active public participation through discussions, content sharing, and increased service usage (Prathisara & Masduki, 2023).

Although several studies have examined Gojek’s advertising strategies, such as Pramana & Suryaman (2022) on symbolic meaning and Liza (2024) on semiotic interpretation, most focus on sign systems, narrative content, or consumer behavior impacts. However, limited research explicitly analyzes how the SUPER “A” creative strategy is applied as a structured framework within Gojek’s digital campaigns, particularly how each element contributes to emotional engagement, cultural resonance, and viral effectiveness. Existing literature generally discusses creative strategies conceptually, but empirical case-based analyses using the SUPER “A” model in the Indonesian digital advertising context remain scarce.

The novelty of this study lies in its comprehensive application of the SUPER “A” framework to a single, culturally loaded digital advertisement, enabling deeper insight into how creative strategy components work synergistically. Unlike previous studies that focused on semiotics, consumer interpretation, or narrative appeal, this research provides a systematic mapping of storytelling, humor, cultural adaptation, and persuasive cues based on a recognized creative strategy model developed for Indonesian advertising practices. This approach offers a new analytical perspective for understanding localized creative strategies in Southeast Asia’s digital environment.

The urgency of this study stems from the increasing saturation of digital advertisements and the shifting behavior of Indonesian audiences, who demand content that is relatable, culturally relevant, and emotionally engaging. Advertisers require frameworks that can guide the creation of impactful messages, yet little empirical evidence exists on how indigenous creative strategy models such as SUPER “A” can be implemented in contemporary digital campaigns. By examining a highly successful advertisement like “Emak Hemat,” the research offers practical insights for advertisers and contributes to academic discussions on culturally grounded creativity, which are increasingly necessary in the face of rapid digital disruption and evolving consumer expectations.

This study contributes to academic development by strengthening the understanding of local creative strategy models, and to industry practice by offering a replicable analytical framework for designing innovative digital advertising. The findings can support practitioners in formulating campaigns that are not only memorable but also socially resonant and culturally acceptable, qualities that are vital for long-term brand loyalty in the Indonesian market.

2. Method

This study employs a qualitative method using a case study approach. Qualitative research produces descriptive data in the form of written or spoken expressions derived from observed individuals, artifacts, or communicative behaviors. Its primary objective is to explore the

underlying meanings behind actions, revealing both external manifestations and internal processes, thereby prioritizing interpretation and depth over numerical outcomes (Moleong, 2017). In communication research, case studies provide rich insights into the complexities of human interaction and the nuanced effects of communication strategies. Gough & Richardson (2018) emphasizes that case studies enable researchers to capture contextual subtleties that are often overlooked by quantitative designs. Compared with quantitative methods, this approach is inherently descriptive, exploratory, and context-dependent rather than aimed at statistical generalization (Kusumastuti & Khoiron, 2019).

The population of this study comprises advertising campaigns that demonstrate the application of the SUPER "A" creative strategy. The Gojek "Emak Hemat" campaign was purposively selected as the unit of analysis because it represents a concrete, successful, and culturally embedded implementation of the SUPER "A" framework in Indonesia's digital advertising environment. Purposive sampling was used to ensure the selection of material that aligns with the specific analytical focus of the study (Sugiyono & Lestari, 2021).

Data collection was conducted through non-participant observation, documentation, and an extensive literature review. The primary data consisted of textual and visual elements extracted from the "Emak Hemat" video advertisement. These data were then analyzed using qualitative content analysis, which involved systematic coding and categorization according to the six dimensions of the SUPER "A" strategy: Simple, Unexpected, Persuasive, Entertaining, Relevant, and Acceptable. Content analysis, as described by Bungin (2023), enables researchers to identify patterns, interpret meanings, and reveal how messages operate within communicative contexts. The findings generated from this analytic process were subsequently interpreted to understand how the SUPER "A" strategy contributed to the advertisement's effectiveness and public reception.

Despite its strengths, this study acknowledges several methodological limitations. First, as a single-case analysis, the findings cannot be generalized to all Gojek campaigns or to digital advertising practices in broader contexts. The results instead offer depth and contextual understanding rather than statistical representativeness (Rosita & Prathisara, 2021). Second, the reliance on publicly available advertisement materials limits the scope of analysis, as the study does not incorporate production-side insights, audience metrics, or internal creative decision-making processes (Muurlink & Thomsen, 2024). Third, qualitative content analysis is inherently interpretive, and although systematic coding procedures were applied, researcher subjectivity may influence the categorization of message elements. Finally, the study does not employ audience-based evaluation, meaning it does not directly measure how viewers perceive or interpret the SUPER "A" components, which may differ from the researcher's analytical assessments.

These limitations do not diminish the value of the study, rather they highlight opportunities for future research, including comparative case studies, mixed-method designs, or audience-based experiments, to further validate and expand the understanding of creative strategy effectiveness in digital advertising.

3. Result and Discussion





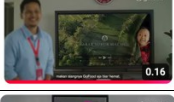


The results include visuals, descriptions, and analysis based on the formulation of the SUPER "A" strategy. The researcher conducted observations of Gojek's "Hidup Hemat" (Frugal Living) advertisement, selected representative visuals from the ad, and analyzed the implementation of the SUPER "A" elements. The observations and findings are as follows:

Advertising Message

The "Emak Hemat" (Frugal Mom) advertisement presents a simple yet highly relatable narrative. The story centers on the character of a mother (emak) with a distinct way of speaking, marked by her tone, language, and persistent reminders to her children to be frugal by using Gojek's services. The character of Emak serves as a symbol of a strong, clever, and resourceful mother. The lighthearted yet meaningful storyline makes the advertisement's message easily understood and memorable for the audience.

The narrative portrays familiar, everyday situations such as ordering food, arranging transportation, or doing household shopping. In the advertisement, Emak Hemat demonstrates how using various Gojek services such as GoCar, GoFood, GoMart, and GoRide can help manage family finances more efficiently. The conveyed message is that Gojek enables everyday activities to be more practical and cost-effective, aligning with the increasingly frugal and value-conscious mindset of modern consumers. As seen in Table 1, the following are the research results obtained in the Identification of Advertising Messages in the Gojek "Emak Hemat" Campaign. This table also provides an explanation of the visualization of the ad impressions and advertising messages.

Table 1. Identification of Advertising Messages in Gojek's "Emak Hemat" Campaign

Main Advertisement	Advertisement Video Breakdown	
	Ad Playlist Distribution	Advertising Message
	1  Kenalin Emak Hemat, yang Tau Kalo Pake Gojek Paling Hemat Gojek Indonesia • 48 rb x ditonton • 11 bulan yang lalu 1.37	Introduction of Emak Hemat and her three children
	2  Siap anter kamu ke mana aja, mulai dari 10RB Gojek Indonesia • 781 rb x ditonton • 8 bulan yang lalu 0.16	Promotion of GoCar feature
	3  Cuma di GoSend, flat ongkir 5RB pake kode GOSENDHEMAT Gojek Indonesia • 3,5 jt x ditonton • 8 bulan yang lalu 0.16	Promotion of GoSend feature
	4  Hemat di GoFood dengan menu 20ribuan dan ekstra diskon s.d. 35% Gojek Indonesia • 4 rb x ditonton • 8 bulan yang lalu 0.16	Promotion of GoFood feature
	5  Pake GORIDEJA mulai dari 5ribuan! Gojek Indonesia • 5,5 jt x ditonton • 8 bulan yang lalu 0.16	Promotion of GoRide feature
	6  Hemat 15K selama Ramadan di GoMart penuhi kebutuhan harian kamu Gojek Indonesia • 4 jt x ditonton • 8 bulan yang lalu 0.15	Promotion of GoMart feature

SUPER A Analysis


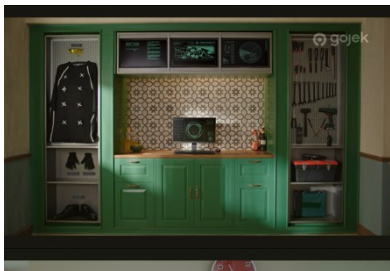

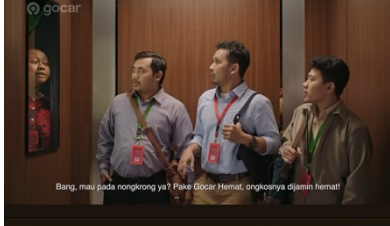


According to Hakim (2006) in his book *Lantaran Tapi Relevan*, a well-crafted creative advertisement must embody the values represented in the acronym SUPER "A". The meaning of each element is described as follows:

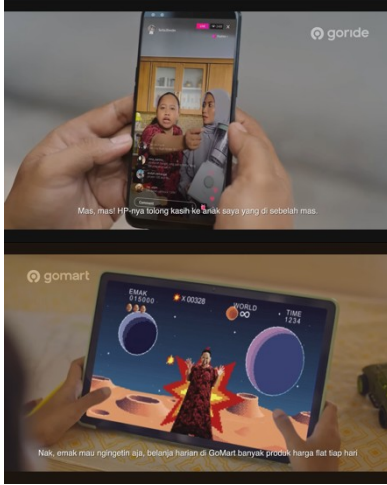

1. (S) Simple: An advertisement must be simple. The term "simple" refers to clarity and ease of understanding. A good advertisement should be straightforward, communicative, and free from excessive elements.

2. (U) Unexpected: An advertisement must be different and unpredictable. It should possess uniqueness that distinguishes it from others. This distinctiveness serves as a weapon to penetrate the consumer's mind, making the advertisement more memorable.
3. (P) Persuasive: An advertisement must be persuasive. A strong persuasive appeal helps bring consumers closer to the brand being advertised. The persuasive element functions like a charm that motivates consumers to take action toward the product.
4. (E) Entertaining: An advertisement should be able to entertain the audience. Entertaining advertisements appeal to emotions, making consumers laugh, sing, dance, cry, or feel moved, thereby increasing their sympathy toward the brand.
5. (R) Relevant: An advertisement must demonstrate rationality and alignment with the brand, whether in terms of brand positioning or brand personality. In this sense, the brand acts as the "hero" of the advertisement, and all elements should serve the brand's identity.
6. ("A") Acceptable: The term "acceptable", enclosed in quotation marks, signifies the end result of an advertising campaign. A good advertisement is one that is socially acceptable and does not provoke widespread criticism.

Table 2. Analysis of the SUPER "A" Strategy in Gojek's "Emak Hemat" Campaign

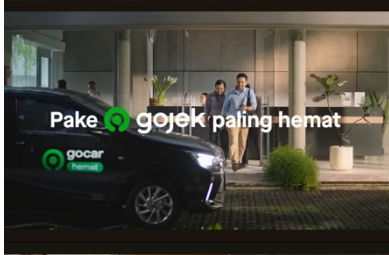

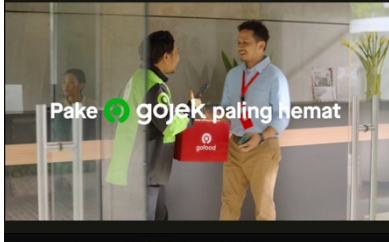

ASPECT	Analysis	
	Visual	Explanation
SIMPLE		<p>Simplicity in the Emak Hemat advertisement serves as one of the key elements that enhances its appeal. The narrative presented is highly relevant and closely tied to everyday life, centering on a housewife who cleverly attempts to manage household expenses. This storyline is not only easy to comprehend but also fosters a strong emotional connection with the audience, as it reflects familiar realities experienced by many families.</p> <p>The advertisement avoids complex plotlines, technical jargon, or metaphors that are difficult to interpret. Instead, the message is conveyed in a direct and straightforward manner, making it accessible to a wide range of audience segments without requiring elaborate interpretation. The character of Emak takes center stage, and her interactions with her three children add a personal touch that reinforces the campaign's message. The visual elements are also designed with simplicity, highlighting familiar daily scenes without excessive visual distractions. This allows the core message to remain the focus that using Gojek services such as GoFood, GoRide, GoSend, and GoMart can help save money while simplifying everyday activities.</p> <p>This simple approach makes the advertisement more inclusive, capable of reaching audiences from diverse social and age backgrounds. With a narrative that is easy to follow, viewers are not required to engage in deep cognitive processing to grasp the intended message, thereby</p>

ASPECT	Analysis	
	Visual	Explanation
UNEXPECTED		<p>increasing the likelihood that the message will be retained. The effectiveness of this simple narrative is further strengthened by the relatable and sympathetic character of Emak, which helps audiences connect emotionally. Ultimately, this simplicity also reflects Gojek's core value as a practical and user-friendly solution for daily life.</p>
		<p>The Emak Hemat advertising campaign effectively introduced a unique element of surprise through its "unexpected" approach.</p>
		<p>In the main commercial, the unexpected element is evident in how it challenges the stereotypical portrayal of a housewife (emak). Traditionally, the emak figure is seen as conservative and technologically illiterate. However, in this campaign, emak is portrayed as an intelligent, adaptive, and tech-savvy protagonist. This is creatively depicted in scenes such as her bedroom transforming into a futuristic, tech-equipped control center.</p>
		<p>In the GoFood segment, emak suddenly appears on the monitor during her eldest child's office presentation.</p>
		<p>In the GoCar segment, she unexpectedly appears through a display screen advertisement inside an elevator as her child is leaving the office.</p>
		<p>In the GoRide commercial, she appears via a livestream on a stranger's mobile phone near her child who is walking to work.</p> <p>In the GoMart segment, she emerges as a character in a video game being played by her grandchild.</p> <p>Finally, in the GoSend commercial, emak makes a surprise appearance on a television screen being watched by Ariel Noah, creating a moment that connects the campaign to a popular public figure.</p> <p>This advertising strategy uses unexpectedness as the core of its appeal. By breaking audience expectations about the conventional role of a</p>

ASPECT	Analysis	
	Visual	Explanation
PERSUASIVE		<p>housewife, the campaign establishes a strong emotional connection while emphasizing that Gojek's technology is accessible and useful for all segments of society. This approach reinforces Gojek's brand image as a modern, inclusive, and culturally relevant platform. The combination of humor, surprise, and visual innovation makes the campaign highly effective in capturing attention, providing entertainment, and enhancing brand awareness.</p>
		<p>The Emak Hemat campaign by Gojek emphasizes the direct benefits of its various services, such as GoMart, GoRide, GoFood, GoSend, and GoCar, through narratives tailored to meet the specific needs of its target audience, particularly in areas like transportation, delivery, food, and daily shopping. The core message of this campaign lies in its attractive promotional pricing, combined with time efficiency and ease of use.</p> <p>The persuasive approach is reflected in the emphasis on affordability, encouraging the audience to try the services. By highlighting tangible, real-life benefits, the campaign builds consumer confidence in Gojek's offerings and motivates them to take action. This strategy reflects a strong value proposition, appealing not only to functional needs but also to emotional drivers. The focus on cost-effectiveness and convenience demonstrates a deep understanding of audience pain points—especially for modern consumers, such as housewives, who prioritize saving money and time.</p> <p>Furthermore, the campaign leverages psychological principles such as social proof and loss aversion. By presenting compelling promos and opportunities for efficiency, the audience is driven to act promptly to avoid missing out. Overall, the combination of persuasive messaging, relevant storytelling, and attractive offers enhances the campaign's appeal and increases the likelihood of service adoption.</p>

ASPECT	Analysis	
	Visual	Explanation
ENTERTAIN		<p>The entertainment element is another key strength that makes Emak Hemat a memorable campaign. The emak character, with her distinctive tone of voice, assertive intonation, and exaggerated yet natural expressions, successfully generates light-hearted humor. Audiences find themselves laughing easily, as the character is highly relatable, portraying a clever, detail-oriented mother who is often obsessively frugal. This distinctive style not only captures attention but also personalizes the message about cost-saving through Gojek's services.</p> <p>Beyond the speech style, comedic scenarios further amplify the entertainment value. Scenes such as emak being overly meticulous about saving condiments, shampoo, electricity, and tissues bring humor that resonates with daily life. Her exaggerated frugality introduces an element of surprise that amuses viewers and reinforces her unique, colorful role as the campaign's central figure. It also conveys a smarter, more efficient way to save, by using Gojek's services.</p> <p>Emak also stands out through her unconventional and creative ways of reminding her children, such as appearing unexpectedly on monitors, elevator screens, gadgets, or even TVs, delivering fresh and innovative comedic moments. These moments not only entertain but also emphasize that emak is always present to offer smart, cost-saving solutions for her family. Through a combination of humor, creativity, and digestible messaging, the entertainment aspect of this ad transforms it into more than a commercial campaign; it becomes an engaging, enjoyable piece of storytelling.</p>

ASPECT	Analysis	
	Visual	Explanation
RELEVANT		<p>The themes of frugality, household management, and the use of technology services presented in the Emak Hemat advertising campaign are highly relevant to the everyday lives of Indonesian society, particularly among housewives. The character of emak serves as a representation of mothers who act as financial managers within their families. The situations portrayed such as efforts to save household expenses through clever and creative means reflect the daily experiences of many Indonesian households. The narrative not only depicts realistic circumstances but also addresses common issues, such as finding efficient ways to meet daily needs. By showcasing the use of technological services like Gojek, the advertisement reinforces the idea that technology can serve as a practical solution for managing household finances and routines.</p> <p>The use of cultural localization further enhances the campaign's appeal. The language, dialogues, and scenarios mirror the everyday life of Indonesian society, creating a strong sense of familiarity and emotional connection between the audience and the story. The use of colloquial expressions and visuals that portray typical domestic scenes adds authenticity and deepens the advertisement's relevance. The proactive and distinct communication style of the emak character adds to this authenticity, making the ad feel as though it is "speaking directly" to its audience. It not only entertains but also offers practical solutions that resonate with viewers' daily realities.</p> <p>The strong alignment between the ad's narrative and the audience's lived experiences fosters an emotional bond between the brand and its consumers. When audiences see their own lives reflected in the advertisement's story, they are more likely to accept and remember the conveyed message. This not only increases the advertisement's persuasive power but also strengthens brand loyalty, positioning Gojek as a service provider that truly understands and addresses the needs of its users. By placing emak at the center of a relatable and culturally resonant narrative, the campaign successfully establishes Gojek as an integral part of everyday family life in Indonesia.</p>

ASPECT	Analysis	
	Visual	Explanation
ACCEPTABLE		<p>The tagline "Pake Gojek Pasti Hemat" at the end of the video reinforces audience acceptance of the advertising campaign. This tagline serves as an effective conclusion by clearly communicating the core benefit of Gojek's services, cost efficiency. The message is simple, direct, and aligned with the central theme of the advertisement, making it easily memorable for the audience. It also carries a persuasive element through its assertive guarantee ("definitely saves"), which helps build consumer trust in the brand.</p> <p>More than just reinforcing the main message, the tagline ensures that the campaign's intended meaning is clearly received and not overshadowed by the humor and narrative richness of the advertisement. It acts as an anchor, guiding the audience back to the primary value proposition: saving money through the use of Gojek's services. In this way, the tagline helps consolidate the narrative and maintain coherence across the various elements of the campaign.</p> <p>Moreover, the tagline creates cohesion between the visual elements, storytelling, and product benefits. By ending the advertisement with this phrase, Gojek ensures that the communicated message remains consistent and impactful. The tagline also enhances the campaign's credibility by conveying that Gojek understands the practical needs of its users in a simple yet meaningful way. As a result, the message is not only clear but also fosters emotional connection and trust between the brand and its audience.</p>
		
		
		
		

As seen in [Table 2](#), which presents the SUPER "A" Strategy Analysis for the Gojek "Emak Hemat" Campaign, the table explains how the strategy analysis was conducted using SUPER A. The advertisement cut explains the visualization's meaning and the researcher used it in line with the SUPER A strategy in Gojek's "Emak Hemat" campaign. The findings of this study reveal that the "Emak Hemat" campaign effectively embodies the six dimensions of the SUPER "A" creative strategy, and these results strongly align with previous studies as well as established theories of creative advertising. The simplicity of the narrative, centered around a relatable maternal figure, demonstrates Hakim's in [Wenerda \(2018\)](#) principle that effective advertisements must communicate messages clearly and without excessive complexity. This is consistent with the findings of [Liza \(2024\)](#), who emphasized the importance of familiar symbols and daily-life representations in making the "Emak Hemat" character resonate with audiences. The portrayal of

Emak as a witty, resourceful mother reinforces the idea that relatable domestic narratives can make a creative concept more accessible and memorable.

The unexpected elements embedded throughout the campaign, such as Emak's surprising appearances on office monitors, elevators, mobile phones, and television screens, are aligned with [Pramana & Suryaman \(2022\)](#) conclusions that Gojek frequently disrupts conventional symbolic portrayals to create fresh meaning. By transforming the stereotypical image of a traditional housewife into a technologically adept protagonist, the campaign challenges cultural assumptions and supports [Simi dos Santos et al. \(2022\)](#) argument that culturally contextual creativity enhances message reception. This demonstrates Gojek's strategic ability to integrate humor, surprise, and narrative innovation to capture consumer attention.

The persuasive dimension identified in the findings is also supported by previous research. The campaign's emphasis on efficiency, affordability, and practicality reinforces the argument by [Saraswati et al. \(2020\)](#) that effective advertisements must appeal to emotional and rational motivations simultaneously. By framing Gojek's services as solutions to everyday challenges faced by Indonesian families, the campaign aligns with [Brandalise \(2024\)](#) and [Pererva & Myronova \(2023\)](#), who stress the importance of storytelling in shaping brand perception and strengthening recall. The persuasive strength of the campaign is further reinforced by consistent messaging and real-world benefits that connect with consumers' financial concerns.

From the entertainment perspective, the findings align with [Cahya et al. \(2025\)](#), who highlights emotional appeal as a critical component of consumer engagement. The humorous exaggerations of Emak's frugality, such as saving condiments, electricity, and shampoo, create light-hearted entertainment that makes the campaign enjoyable while maintaining its central message about frugality. This interplay between humor and meaning mirrors [Kang et al. \(2020\)](#) finding that narrative-driven advertisements outperform purely informational ones by building emotional rapport with viewers.

The relevance dimension is also theoretically supported. The campaign's strong grounding in everyday Indonesian culture validates [Landa \(2022\)](#) argument that culturally tailored messages strengthen audience identification and increase advertising effectiveness. The use of colloquial language, familiar domestic settings, and culturally embedded behaviors demonstrates that the advertisement employs localization as a deliberate creative strategy. This reinforces the claim by [Wedel et al. \(2020\)](#) that digital advertising must align with the lived experiences of its target audience to achieve high engagement.

Finally, the acceptability of the advertisement, embodied through its widely embraced tagline "Pake Gojek Pasti Hemat," confirms in [Hakim \(2006\)](#) assertion that an effective advertisement must conclude with a message that is socially acceptable and widely understood. The tagline synthesizes the campaign's thematic core and strengthens public trust, which aligns with [Sabilla \(2023\)](#), who highlight Gojek's ability to maintain positive brand sentiment through clear value communication.

Collectively, the integration of findings with prior studies and theoretical frameworks demonstrates that the "Emak Hemat" campaign successfully applies storytelling, cultural relevance, emotional appeal, and message clarity, core principles emphasized throughout the literature. The campaign not only fulfills all dimensions of the SUPER "A" creative strategy but also exemplifies how creative advertising in Indonesia can bridge cultural familiarity with innovative narrative execution. This synthesis underscores the campaign's contribution to digital advertising practices and affirms that culturally grounded, humor-driven, and strategically structured storytelling is central to achieving both audience engagement and brand loyalty.

4. Conclusion

The findings of this study indicate that Gojek's "Emak Hemat" campaign successfully integrates creative, cultural, and emotional elements to deliver a memorable advertising message. By portraying the emak figure as technologically capable and financially astute, the campaign challenges traditional stereotypes and constructs a relatable narrative grounded in everyday domestic experiences. Humor serves as a central device that reinforces the theme of frugality and enhances emotional engagement, making the message both entertaining and impactful. The advertisement's strong cultural relevance further amplifies its effectiveness, as its depictions of household financial management align closely with the lived realities of Indonesian families. The closing tagline, "Pake Gojek Pasti Hemat," functions as a cohesive and persuasive affirmation of the brand's value proposition, reinforcing public trust and message clarity. Overall, the campaign exemplifies the effective implementation of the SUPER "A" creative strategy, demonstrating how simplicity, relevance, and emotional resonance can work together to strengthen digital advertising performance.

Future research should expand beyond a single-case analysis by incorporating comparative studies across different campaigns or platforms, as well as audience-centered approaches such as surveys or focus groups to validate public reception of creative elements. Additional exploration into production-side perspectives and the use of mixed-method designs may also provide deeper insights into the strategic processes behind culturally resonant digital advertising. Such studies would enrich theoretical development and offer practical guidance for advertisers seeking to design impactful, contextually grounded campaigns.

Acknowledgment

This research was made possible through the support of Universitas Ahmad Dahlan (UAD) and the Institute for Research and Community Service (LPPM UAD). We sincerely thank UAD and LPPM UAD for providing the research grant and institutional support that enabled the completion of this study. Their commitment to advancing academic research and innovation has been invaluable throughout this project. The author declares no competing interests.

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