

## Analysing the Elements of Moral Values in Grab National and Malaysia Day Video Commercial

Anith Liyana Amin Nudin<sup>1</sup>, Nik Narimah Nik Abdullah<sup>2</sup>, Wan Nur Khalisah Shamsudin<sup>3</sup>, Azahar Harun<sup>4</sup>, Izwan Abdul Ghafar<sup>5</sup>

<sup>1,2,3,4</sup> College of Creative Arts, Universiti Teknologi MARA, 78000 Alor Gajah, Melaka, Malaysia, <sup>5</sup> Civil Engineering Department, Politeknik Port Dickson, 71050 Si Rusa, Negeri Sembilan, Malaysia

Corresponding Author Email: [niknarimah@uitm.edu.my](mailto:niknarimah@uitm.edu.my)

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i10/19012> DOI:10.6007/IJARBSS/v13-i10/19012

**Published Date:** 27 October, 2023

### Abstract

Video commercials often sought to convey moral messages, promote ethical behavior, or educate viewers about societal issues, particularly on occasions like National and Malaysia Day. However, in this vast technology-driven and widespread use of media platforms, depicting moral values messages in commercials presents a significant challenge. The difficulty is to create visual content that effectively connects, and conveys moral values while also promoting the product in an impactful way. This paper specifically recognizes and analyzes Grab's video commercial advertisement released in 2022 titled *Percayalah* created for National and Malaysia Day. The research aims to analyse moral values used in video commercial in delivering the message and also promotes their brand image. A dual approach is employed, combining Ferdinand de Saussure's semiotic analysis with Shot-by-Shot analysis. This combined methodology is utilized to comprehensively grasp the meanings and intentions underlying each scene, subsequently facilitating the coding process based on Eyre's 10 moral values. The analysis revealed that *Percayalah* has promoted all ten of Eyre's moral values including self-reliance and confidence, bravery and courage, self-discipline and moderation, justice, love, kindness, friendliness, respect, peaceability, honesty, and mercy throughout the video commercial. Through emotional narratives and visual language, the perspectives about food delivery riders in the real world have been highlighted and uplifted. All aspects of the journey of the food delivery rider in this commercial carry symbolic meanings about life and engage the audience with its authenticity and thoughtfulness. In conclusion, Grab's National and Malaysian Day commercial has contributed to shaping Malaysian society by instilling good moral values, and emphasizing the importance of food riders in a unique way while promoting the brand image.

**Keywords:** Moral Values, Food Riders, Commercial, P-Hailing Services

## Introduction

The COVID-19 outbreak in 2020 had a significant impact on a variety of job professions in Malaysia. According to Department of Statistics Malaysia, employment decreased by 0.2% in the year of 2020. Among different areas of the economy, only the Services sector experienced a small increase in employment, but at a slower rate of 0.5%. (Harun & Abdullah, 2022). While certain occupations were lost due to the pandemic, new opportunities arose as a result of changing regulations and demands during the Movement Control Order (MCO). Food riders and parcel couriers, in particular, became highly sought-after due to movement restrictions and the need to stay at home.

One of the major providers of these services is Grab, a p-hailing company that offers food delivery, transportation, and digital payment services via mobile application. Their mission is to drive economic empowerment for everyone in Southeast Asia, and they have shown a commitment to community and societal issues through a series of campaigns as advertised on Grab's social media. In response to the challenging circumstances, Grab decided to feature the role of its riders in their National and Malaysia Day commercial. This move not only highlighted the importance of these new job opportunities but also demonstrated the company's quality of service during difficult times. These initiatives are in line with the second pillar of the National Unity Policy (*Portal Rasmi Jabatan Perpaduan Negara Dan Integrasi Nasional*, n.d.) which has been stated by the government in the year 2022. It is to cultivate a society with high moral standards, strong integrity, and good manners in building a positive and supportive nation.



Figure 1: A scene from *One Little Indian Boy* (1997)  
Petronas Official YouTube Chanel

Since the declaration of Malaysia Day on the September 16th, 2020, Independence Day is now commonly referred to as National and Malaysia Day. Initially, Independence Day commercials in Malaysia featured basic messages of unity and patriotism. However, starting in the 1990s, Independence Day commercials began to shift towards a more sophisticated approach, highlighting local culture, diversity among different races and religions, heritage, and the uniqueness of Malaysia. One of the pioneers in creating powerful Independence Day commercials was Yasmin Ahmad, who enhanced Petronas's commercials with compelling messages that resonated with the audience. Other advertisers, including Maybank, EON (Proton), Malaysian Airline System (MAS), Telekom Malaysia (TM), Digi, RHB, Maxis, and many more, also began producing their own Independence Day commercials and continue until this day. A few iconic Independence Day commercials are *One Little Indian Boy* (1997), *Kasut*

*Gombak* (1998), *Param's Bicycle* (2003), and *Tan Hong Ming* (2007). These commercials which were produced by Petronas significantly captured different life values and were rich with meanings.

### **Problem Statement**

In a challenging media landscape, capturing and retaining audience attention is a difficult task. The widespread use of technology-driven media platforms adds to the challenge of conveying moral value messages through commercials. However, incorporating moral values, along with humor and fairness, is crucial for enhancing the effectiveness of advertisements. (Behravan & Masoudi, 2012) Given the high viewership and creative storytelling in the *Percayalah* video commercial by Grab, it raises the question: Does it integrate moral values for its viewers?

RQ: What moral values are used in the Grab National and Malaysia Day 2022 video commercial?

RO: To analyse moral values used in the Grab National and Malaysia Day 2022 video commercial.

### **Literature Review**

#### **Moral Values**

Moral values are the principles and beliefs that govern ethical behaviour and decision-making (Fowers, 2006). These values act as a guide for individuals to live their lives with integrity and make positive contributions to society. A study on employees' perception of ethical behaviour and the importance of moral values showed that employees who placed a higher value on moral values were more likely to make ethical decisions in the workplace (Treviño & Youngblood, 1990). In addition, high school students in Belgium who placed a high value on morals tended to have higher academic achievement than those who placed a lower value on moral values. (Vandenberghe & Huberman, 1999). According to these studies, it is believed that being aware of good moral values leads to positive behaviour and achievement.

Eyre et al. (1993) define ten moral values (Figure 2) that are essential for a successful and fulfilling life. These values include honesty, bravery or courage, peace ability, self-reliance or confidence and potential, self-discipline and moderation, loyalty, respect, love, kindness, and friendliness, justice, and mercy.



Figure 2: 10 Moral values (Eyre, et al.,1993)

The dissemination of moral values occurs through various means, and one such avenue is advertising. The primary goal of communicating moral values in advertising is to create a message that resonates with viewers, motivating them to adopt positive values and behaviours in their daily lives (Kucharska, 2021). This approach serves as a means to establish a positive brand image associated with ethical principles. Moreover, moral value is the most important element in a movie (Yulfani, 2021). Different techniques are employed, including the use of narratives, visual imagery, and music, among others. Harun et. al (2021) observes that props used in commercials serve two purposes: setting the scene but also providing historical context and promoting audience appreciation. Therefore, commercials are considered to be a conveyer or presenter of meanings and messages, and require careful planning.

Public Service Announcements (PSAs) have been used for decades to communicate messages aimed at promoting social good, including the dissemination of moral values. PSAs are a type of persuasive communication designed to influence attitudes and behaviour by providing information and creating emotional responses (De Hoog et al., 2007). One key feature of PSAs is their ability to appeal to viewers' moral values, which can facilitate behaviour change. Halili (2011) found that PSA's play a crucial role in Malaysia by providing valuable and accurate information, promoting good moral values, and encouraging responsible attitudes towards social problems. Nevertheless, it is essential to recognize that a positive perception of an Independence Day video commercial by viewers does not guarantee the development of a positive attitude (Jaafar, 2015). Therefore, to effectively support the campaign, it becomes crucial to initiate efforts from multiple perspectives, consistently educating individuals to promote positive attitude changes.

### Methodology

This study is conducted by combining Shot-by-Shot analysis and semiotic concept in comprehending and interpreting the selected video commercial. Semiotic concept by Saussure (1967, as cited in Chandler, 2007) is appropriate to be employed in this study to

understand the meaning (sign) represented by the signifiers (video, images, audio and texts) and later on being categorized according to Eyre's moral values (the signified). As an example, a shot of sunrise (the signifier) may be signified with several meanings such as morning, early, a new beginning or also as a new hope.

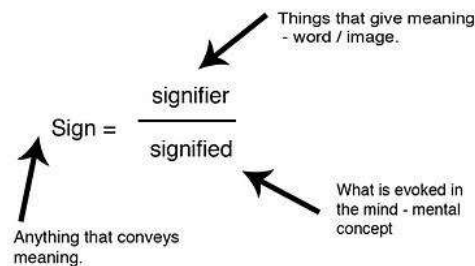


Figure 3: Semiotic concept by Saussure

When analysing video commercial or film scene by scene, one method that can be employed is the Shot-by-Shot analysis. This method provides a way to closely examine the visual and audio techniques of cinema (Corrigan, 2015). Shot-by-Shot analysis allows for a detailed examination of the narrative structure, themes, character development, and overall cinematic techniques employed in the film. It helps in understanding the nuances and intentions behind each scene, contributing to a comprehensive analysis of the film as a whole. Researcher firstly i) Collecting data from watching the commercial multiple times to observe and understand the message conveyed, ii) identifies sign in the video commercial, iii) conduct shot-by-shot analysis and semiotic analysis, iv) categorize data into 10 moral values as suggested by-Eyre et al.(1993) and finally, v) summary of findings (Figure 3). This study focuses solely on the video advertisement titled *Percayalah* (2022), which was produced by Grab and has a running time of 2 minutes and 31 seconds (02:31 sec). The video was released on 31<sup>st</sup> July 2022 on the official Grab YouTube channel at link [https://www.youtube.com/watch?v=cNW\\_FZeAFDA](https://www.youtube.com/watch?v=cNW_FZeAFDA), in commemoration of National and Malaysia Day 2022.

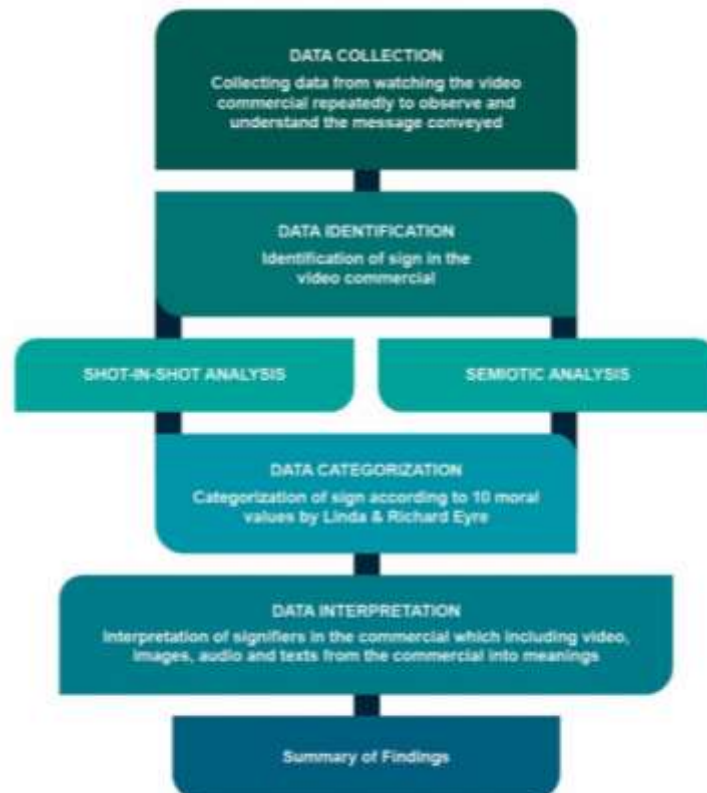


Figure 3: Diagram of research design

Table 1:

*Camera Shots Code Used In Shot-By-Shot Analysis*


| Camera Shot      | Code | Camera Shot      | Code |
|------------------|------|------------------|------|
| Point of view    | POV  | Close Up         | CU   |
| Medium Shot      | MS   | Medium Close Up  | MCU  |
| Medium Full Shot | MFS  | Extreme Close Up | ECU  |
| Full Shot        | FS   |                  |      |


### Findings and Discussion


The *Percayalah* (2022) video commercial recorded 4.6 million views on the platform of YouTube since being uploaded on September 2022. It conveys a message of unity by showcasing the food delivery profession and how it represents the flexibility of Grab in providing opportunities for all Malaysians, regardless of their educational background or physical condition. The phrase “Percayalah”, which translates as “Please Believe” in English, was aimed at a broad variety of Malaysians in order to promote togetherness and belief in our own potential. Effective commercials often rely on persuasive techniques to engage and persuade their audience, and the *Percayalah* video commercial accomplishes this through its use of real Grab food riders as actors, which adds an element of authenticity and relatability. By featuring their own riders in this commercial, Grab demonstrates its appreciation for their work and commitment to providing opportunities for all Malaysians.


Table 2:

Shot-by-Shot analysis of *Percayalah* (2022)


| Signifier  |  |  |
|--|--|--|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)  |
| <br>Secs: 00:01<br>CS: Full Shot (FS)<br>CM: Static shot  | Four riders greeting each other by doing fist bump early in the morning at the junction. | (Music starts)   |
| Signified  |  | Moral Values   |
| A Full Shot (FS) captures all the riders, bathed in dawn's light. It establishes the opening scene. The riders in green attire, captivating the viewer's attention. Their hand gestures embody unity, commitment, and friendship. The camera lingers, immersing the audience in the riders' bond. This shot sets the stage for their collective journey. |  | Bravery/ Courage, Self-Discipline & Moderation, Loyalty, Love, Kindness and Friendliness |


| Signifier   |  |   |
|---|--|---|
| Camera Shot/<br>Camera Movement   | Scene Description  | (Voice Over, Script, Sound Effects)                                 |
| <br>Secs: 00:06<br>CS: Medium Shot (MS)<br>CM: Tracking shot   | A rider maneuvers his motorcycle with the background of sunrise. | (Music continues)<br>SFX: Motorcycle accelerating<br>VO: "Malaysia" |
| Signified   |  | Moral Values  |
| A Middle Shot (MS) captures the essence of our protagonist, a rider, as the story begins. The camera follows with a tracking shot, immersing the audience in the sensation of embarking on a thrilling journey alongside our main character. In the background, the rising sun symbolizes the dawn of a fresh new day, while an opening VO infuses the scene with a sense of national spirit. |  | Bravery/ Courage, Self-Discipline & Moderation, Loyalty             |


| Signifier   |   |   |
|---|---|---|
| Camera Shot/<br>Camera Movement   | Scene Description   | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 00:10<br/>CS: Point of View (POV)<br/>CM: Tracking shot</p>  | <p>A car driver glances out the window as the wiper clears the windshield. From the back, a rider is navigating through a rainy and congested road.</p> | <p>(Music continues)<br/>SFX: Car wiper weeps, rains dropping<br/>VO: "Bila rasa hidup ini susah. Tengoklah sekeliling kita."<br/>Subtitle: <i>When you feel like life is hard. Look around us.</i></p> |
| Signified   |   |   |
| <p>The car driver's gaze fixates on the rider, manoeuvring skilfully through the ocean of life's challenges represented by the rain and congested traffic jam. POV shot amplifies the element of empathy by witnessing the struggle and determination of the rider.</p> |   | Moral Values  |
|   |   | <p>Bravery/ Courage, Loyalty, Self-reliance/Confident and Potential</p>   |


| Signifier   |  |   |
|---|--|---|
| Camera Shot/<br>Camera Movement   | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 00:17<br/>CS: Full Shot (FS)<br/>CM: Tracking Shot</p>   | <p>A solo motorcycle rider moving forward from a gloomy tunnel towards the bright road ahead</p> | <p>(Music continues)<br/>SFX: Motorcycle accelerating<br/>VO: "Jalan keluarnya ada di mana-mana."<br/>Subtitle: <i>There's always a way out</i></p> |
| Signified   |  |   |
| <p>A solitary rider in the tunnel embodies our individual life journey. The darkness surrounding the rider signifies the surrounding challenges and uncertainties we face. The VO phrase "Jalan keluar ada di mana-mana" holds a dual meaning, representing both the exit from the tunnel and the way out of life's hardships. However, as we persevere, there is a bright and hopeful conclusion. The wide angle shot enhances the focus and and emotional impact of this scene.</p> |  | Moral Values  |
|   |  | <p>Bravery/ Courage, Self-reliance/Confident and Potential</p>  |





| Signifier  |  |   |
|--|--|---|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 00:22<br/>CS: Close Up (CU)<br/>CM: Tracking Shot</p>   | <p>A rear view of a green rider's compartment box displaying white Grab logo and a sticker with the word <i>wording</i> #TrueRiderNeverQuit.</p> | <p>(Music continues)<br/>SFX: Motorcycle accelerating<br/>VO: "Dan percayalah, kau mesti boleh buat punya."<br/>Subtitle: <i>Believe that you can do this</i></p> |
| Signified  |  |   |
| <p>In a close-up shot, camera zooms in on the rider's personal hashtag, emphasizing their spirit as a true rider who never quits. This personal motto showcases that every rider carries their unique motivation throughout their journey and shares it with fellow road users. As we hear a voiceover saying, "Dan percayalah kau mesti boleh buat punya," we understand that the belief to keep going stems from within oneself.</p> |  | Moral Values  |
|  |  | <p>Loyalty, Self-reliance/<br/>Confident and potential</p>  |


| Signifier  |  |  |
|--|--|--|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 00:31<br/>CS: Full Shot (FS)<br/>CM: Tracking Shot</p>  | <p>A disabled rider with unusual body heights get off from his motorcycle to retrieve an order for delivery.</p> | <p>(Music continues)<br/>SFX: Foot thudding<br/>VO: "Tak kira lemah ke. Kuat ke.."<br/>Subtitle: <i>It doesn't matter if you're weak. Or strong.</i></p> |
| Signified  |  |  |
| <p>A full shot captures a rider, whose height matches that of his motorcycle. This scene depicts the true meaning of being strong. Despite his physical abnormalities, he undertakes a seemingly ordinary task, highlighting the profound truth that determination and belief in our true potential are the keys to achieving success.</p> |  | Moral Values   |
|  |  | <p>Bravery/ Courage, Self-reliance /Confident and Potential, Respect, and Justice</p>  |


| Signifier  |   |  |
|--|---|--|
| Camera Shot/<br>Camera Movement  | Scene Description   | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 00:34<br/>CS: Medium Shot (MS)<br/>CM: Zoom In</p>  | <p>A young man smiles brightly in his graduation attire as he carries a Grab compartment.</p> | <p>(Music continues)<br/>SFX: Motorcycle accelerating<br/>VO: "Pemegang ijazah ke. Kerja pertama"<br/>Subtitle: <i>A degree holder. A first jobber</i></p> |
| Signified  |   |  |
| <p>In this scene, a medium shot with a slightly lower angle captures a joyful moment of a young man embarking on his career journey. The shot effectively conveys the uplifting mood surrounding him, highlighting the scholar's pride as he enters this new phase of his career life.</p> |   | Moral Values   |
|  |   | <p>Bravery/ Courage, Self-reliance/Confident and Potential, Respect, and Justice</p>   |


| Signifier  |  |   |
|--|--|---|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 00:55<br/>CS: Medium Full Shot (MFS)<br/>CM: Zoom In</p>  | <p>An Indian female rider, dressed in her Grab attire, removes her helmet in front of a house.</p> | <p>(Music continues)<br/>SFX: Crikets chirping at night.<br/>VO: "Single dad, single mom, atau yang masih single. Percaya je. Percayalah, suri rumah mampu jadi ketua keluarga. Ayah mampu jadi hero anaknya."<br/>Subtitle: <i>Single dad, single mum. Or still single, Keep believing. Believe. That housewives can become breadwinners. Fathers can become heroes.</i></p> |
| Signified  |  |   |
| <p>A medium full shot depicts a mother who has recently returned from delivering food. The shot portrays her as a heroic figure for her family, emphasizing the challenges faced by single parents in providing for their households. This scene highlights the struggles and emphasizes the importance of believing in self abilities to overcome obstacles and support her family.</p> |  | Moral Values  |
|  |  | <p>Bravery &amp; Courage, Self-Discipline &amp; Moderation, Loyalty, Love, Kindness and Friendliness, Respect &amp; Justice</p>   |


| Signifier   |   |  |
|---|---|--|
| Camera Shot/<br>Camera Movement   | Scene Description                                       | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 01:12<br/>CS: Medium Close Up (MCU)<br/>CM: Pan Right</p>  | A rider in a full suit as he climbs up a set of stairs. | (Music continues)<br>VO: "Hari ni rasa nak <i>give up</i> ?<br>Esok try je lagi."<br>Subtitle: <i>Feel like giving up today? Try again tomorrow.</i> |
| Signified   |   |  |
| The act of climbing upstairs symbolizes the process of transitioning from one level to another. It represents a journey of hope, as the character emerges from a dark tunnel into a brighter outside. Camera pans from left side to rider's rear, capturing transitions and perspectives of the journey through life. |   | Moral Values   |
|   |   | Loyalty, Bravery/Courage, Self-reliance/Confident and Potential  |

| Signifier   |  |  |
|---|--|--|
| Camera Shot/<br>Camera Movement   | Scene Description  | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 01:16<br/>CS: Full Shot (FS)<br/>CM: Static</p>  | A female rider attempts to hold food and drinks out of the compartment while her motorcycle accidentally falls down. | (Music continues)<br>SFX: Motorcycle falling on the road<br>VO: "Kalau jatuh, bangun aje balik."<br>Subtitle: <i>Fell down? Just get backup.</i> |
| Signified   |  |  |
| In this full shot scene, despite the bike falling down, the rider's dedication to delivering food or groceries in good condition remains a top priority. The voice-over script, " <i>Kalau jatuh? Bangun aje balik</i> " serves as an analogy for rising up and recovering from setbacks. |  | Moral Values   |
|   |  | Honesty, Loyalty, Bravery/Courage, Self-reliance/ Confident and potential  |


| Signifier  |  |  |
|--|--|--|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 01:23<br/>CS: Medium Full Shot (MFS)<br/>CM: Zoom In</p>  | A disabled Grab driver with a face mask operates a car while utilizing a road navigation mobile application to search for a destination. | (Music continues)<br>VO: "Kalau sesat, gunalah GPS."<br>Subtitle: <i>Lost? Use a GPS</i> |
| Signified  |  |  |
| The wearing of face mask by the driver signifies Grab's compliance with the SOPs during the pandemic of Covid-19. Disabled driver serves as a powerful reminder that with belief and effort, everything is possible. The voice-over delivers a message of seeking help when we are in need, emphasizing the importance of reaching out for assistance. A zoom-in shot captures the driver using his disabled hand to touch the smartphone, symbolizing his confidence and self-reliance in pursuing his goals. |  | Moral Values   |
|  |  | Bravery/ Courage, Self-reliance /Confident and Potential, Respect, and Justice           |


| Signifier   |  |   |
|---|--|---|
| Camera Shot/<br>Camera Movement   | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 01:30<br/>CS: Close Up (CU)<br/>CM: Static</p>   | A driver smiles while looking at the rear mirror, while driving in the rain. | (Music continues)<br>VO: "Percayalah rezeki dah on the way. Kat traffic light je pun."<br>Subtitle: <i>Believe that good things are on the way. Just around the corner.</i> |
| Signified   |  |   |
| Looking back through a rear mirror symbolizes reflecting on our perseverance and patience while navigating through life's challenges. The voice-over signifies the concept of "rezeki" or "rizq" in Arabic, which refers to the blessings and provisions from the creator that are nearly within reach. The traffic light serves as a metaphor for life's obstacles and challenges. In the dashboard close-up shot, the hashtag #rezekijalanan represents the earnings acquired from the journey. |  | Moral Values  |
|   |  | Peace ability, Self-reliance/ Confident and potential, Justice  |

| Signifier  |   |  |
|--|---|--|
| Camera Shot/<br>Camera Movement  | Scene Description   | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 01:37<br/>CS: Close Up Shot (CU)<br/>CM: Zoom In</p>  | <p>A green Grab compartment featuring a white logo showcases a printed sticker with the word "Bangau," while the phrase "itu indah" is handwritten.</p> | <p>(Music continues)<br/>VO: "Asalkan kau terus percaya, rezeki tu akan sampai juga."<br/>Subtitle: <i>As long as you keep believing, good things will come in time.</i></p> |
| Signified  |   | Moral Values   |
| <p>The close-up shot focuses on the compartment box to highlight the written message. In Malay language, the word "Bangau" refers to a flamingo. Within the context of food riders, "Bangau" symbolizes "a long waiting" for any order to come in, mirroring the behavior of a flamingo standing patiently on one leg at the banks of a lake. Meanwhile, the phrase "Bangau itu indah" represents the idea that enduring a prolonged wait is beautiful because, in life, good things will eventually come at the perfect time.</p> |   | <p>Loyalty, Self-Discipline &amp; Moderation, Self-reliance/ Confident and potential, Love, Kindness and Friendliness, Mercy.</p>  |


| Signifier  |  |   |
|--|--|---|
| Camera Shot/<br>Camera Movement  | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 01:46<br/>CS: Close Up Shot (CU)<br/>CM: Static</p>   | <p>A food rider quenches his thirst with cold drinking water under the scorching hot weather. The phrase "Sidai itu Benar" is inscribed on the compartment while in another shot, a different rider braves the storms and heavy rain to deliver food to customers.</p> | <p>(Music continues)<br/>SFX: Storms and rains<br/>VO: "Tipulah kalau kata percaya tu senang kan. Lebih-lebih lagi bila panas terik. Ribut petir."<br/>Subtitle: <i>Not gonna lie, believing isn't easy. Especially when it's scorching hot. Pouring.</i></p> |
| Signified  |  | Moral Values  |
| <p>The close-up shot is intended to focus on the phrase "Sidai Itu Benar." In Malay, "Sidai" means to hang something, while "itu benar" translates to "it's for real." Within the context of a rider's experience, "Sidai itu benar" symbolizes the moment when riders are made to wait or ignored by customers and restaurants. The voice-over emphasizes that it is not easy to believe in oneself when the struggle becomes harder, but</p> |  | <p>Loyalty, Honesty, Self-Discipline &amp; Moderation, Self-reliance/ Confident and potential.</p>  |

riders have to persist. The visual depiction of a thirsty and wet rider represents their patience, perseverance, and the daily challenges they face, especially the unpredictable weather conditions that have become a regular part of their work.

| Signifier   |   |  |
|---|---|--|
| Camera Shot/<br>Camera Movement   | Scene Description   | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 01:54<br/>CS: Medium Full Shot (MFS)<br/>CM: Pan Right</p>   | <p>A pack of riders happily heading back home at night. They smile to each other while stopping at the traffic light.</p> | <p>(Music continues)<br/>SFX: Motorcycles vrooming<br/>VO: "Tapi hari-hari menguji kesabaran itu lah, yang kita kene terus percaya."<br/>Subtitle: <i>But it's days like these that we need to keep believing.</i></p> |
| Signified   |   | Moral Values   |
| <p>This scene marks the conclusion of their journey, symbolizing both the beginning and the end of their work together. The pause at the traffic light represents the interruptions and pauses that occur in life, which they embraced together. It also signifies their unity and commitment to friendship. A Medium Full Shot is employed to ensure that all riders are visible in this particular scene. The phrase "Pergi Demi Rezeki, Pulang Kerana Sayang" acts as a promise, expressing that they venture out from home, taking risks to earn a living, and return for the sake of their loved ones. In essence, everything they do is driven by love.</p> |   | <p>Love, Kindness and Friendliness, Self-Discipline &amp; Moderation, Peace ability.</p>   |

| Signifier  |   |  |
|--|---|--|
| Camera Shot/<br>Camera Movement  | Scene Description   | (Voice Over, Script, Sound Effects)  |
|  <p>Secs: 02:02<br/>CS: Medium Full Shot (MFS)<br/>CM: Pan Left &amp; Right</p> | <p>A child wearing Grab compartment riding scooter in living room and hug his father.</p> | <p>(Music continues)<br/>VO: "So, bila rasa hidup ni susah, tengoklah di sekeliling kita."<br/>Subtitle: <i>But it's days like these that we need to keep believing.</i><br/>Caption: <i>Percayalah harapan ada di nama-mana. Harapan anda mendorong kami untuk terus mencipta peluang kepada semua.</i></p> |

| Signified  |   |
|--|---|
| <p>A father and his daughter are enjoying a precious moment together. The little girl mimics her father by riding her scooter while carrying a Grab compartment, symbolizing her admiration for him and representing the promising new generation of the future. This scene beautifully conveys the timeless significance of family, as they find comfort and happiness in one another's presence. The voice-over and captions serve as reminders that hope can be found everywhere, it is essential to maintain a hopeful outlook by remaining observant and open to possibilities.</p> | <b>Moral Values</b><br><br>Love, Kindness and Friendliness, Loyalty, Bravery & Courage, Self-Discipline & Moderation, Peace ability & Justice |

| Signifier   |  |   |
|---|--|---|
| Camera Shot/<br>Camera Movement   | Scene Description  | (Voice Over, Script, Sound Effects)   |
|  <p>Secs: 02:14<br/>CS: Medium Shot (MS)<br/>CM: Tracking Shot &amp; Zoom In</p>   | <p>Collage (time-lapse) of Grab compartment from multiple riders and multiple background faded into Grab logo with tagline</p> | <p>(Music continues and ends)<br/><i>Caption:</i> Selamat Hari Kebangsaan &amp; Hari Malaysia.</p>                    |
| Signified   |  |   |
| <p>The time lapse footage features a diverse group of Grab riders with different genders, races, statuses, physical appearances, and styles. It showcases the demographic and psychographic variations among these riders who share the common purpose of serving the Malaysian population during the Covid-19 pandemic. The messages and written words on the compartment boxes reflect their personal life principles, inspirations, and motivations that drive them forward. This footage also emphasizes the multicultural nature of Malaysian society. These scenes exemplify principles of justice and equality, and highlight Grab's dedication to offering equal opportunities to all its riders.</p> |  | <b>Moral Values</b><br><br>Justice, Respect, Love, Kindness and Friendliness, Self-reliance/ Confident and Potential. |

**Loyalty**

The concept of loyalty is an essential work value that is universally applicable across all professions and job types. Loyal value is being portrayed in most of this commercial to reflect the commitment of Grab as a food delivery service. It can be inferred that loyalty extends beyond just one's job and encompasses other areas such as family, service excellence, and maintaining a healthy work-life balance. One particular moment in the commercial stands out as a powerful example of pure loyalty demonstrated by the riders. At 01:47, a rider can be seen delivering an order to a customer's front door in a heavily rain-soaked and densely populated housing neighbourhood. This scene is to visualize riders' willingness to go to

extraordinary lengths to fulfil their responsibilities, even under the most challenging conditions.

### **Bravery or Courage**

Bravery or courage is defined as standing up for one's convictions and doing what is right, even in the face of adversity. This value is exemplified in the "Percayalah" commercial, particularly in the scene where riders confront significant daily challenges. The challenges are symbolically represented by shots of riders climbing stairs, emerging from a dark tunnel, and navigating through a sea of traffic to deliver food and drinks to customers. At scene 01:17 a motorcyclist falls but quickly gets up, representing the idea of persevering and rising above challenges.

### **Love, Kindness and Friendliness**

These values pertain to demonstrating kindness and generosity towards others, and they are exemplified through the relationships that riders have with their families, friends, colleagues, and business partners. The voice-over script is also crucial in conveying a friendly tone in this commercial, which is achieved through the use of a mixture of English and Bahasa Malaysia or "Manglish." For instance, the phrase "Rezeki dah on the way" is utilized, where "Rezeki" refers to income or good fortune and "on the way" is a common term used to indicate something that is soon about to happen. At 02:03 in the video, a heart-warming moment captures a father returning from food delivery and spending quality time with his daughter. The little girl joyfully rides her scooter while carrying her father's compartment box, imitating his actions. This touching scene symbolizes a father's love and dedication to fulfilling his responsibilities in ensuring his daughter's future. Another scene portraying the essence of love within relationships showcases friendship. Both the commencement and conclusion of this commercial feature a group of friends embarking on their day and concluding their shared journey, symbolizing the strength of their bond.

### **Self-Reliance or Confidence**

The commercial clearly demonstrates the importance of having a strong sense of self, belief in one's abilities, and confidence. This message is effectively conveyed through scenes at 00:30 and 01:22, where disabled riders perform everyday tasks in delivering food using motorcycles and cars, despite their physical challenges. The commercial also portrays Grab as a company that provides equal employment opportunities to people with disabilities. In addition, the commercial highlights self-reliance by featuring a diverse group of riders, including single parents and fresh graduates on their first job. The repeated use of the word "Percaya" or "Believe" in voice-overs reinforces the idea that self-belief is key to overcoming challenges and achieving success.

### **Justice and Peace-Ability**

Justice requires treating everyone with fairness and equity. Grab has stepped forward by providing job opportunities without discrimination based on race, academic qualifications, physical condition, or social status. If a new rider joins Grab company, he may encounter fellow riders who have different work experiences and economic backgrounds, which could have been impacted by the previous MCO. Therefore, respect for each other is important in keeping a good relationship. The concluding segment of this commercial (2:14) showcases fairness and equity by a fast-paced visual collage featuring the rear views of food delivery riders with different backgrounds and their distinct compartments.



### Mercy and Respect

Respect is about treating others with dignity and honour, while mercy involves showing compassion and forgiveness. In a scene at 01:36, the focus is on the compartment with the words 'Bangau itu indah', which embodies both values of mercy and respect. The long wait time reflects the riders' dignity and compassion as they consistently deliver food. On the other hand, inconsistent orders keep the riders busy and sometimes waiting too long, which is symbolized by the flamingo or 'bangau'.

### Honesty, Self-Discipline and Moderation

The three moral values of honesty, self-discipline, and moderation are essential qualities for any food rider. Without honesty, the quality of food and parcel delivery may be compromised, as evidenced by the star rating system used to assess riders. Food delivery jobs are known for their flexibility, enabling riders to choose their start and end times. However, without self-discipline and moderation, achieving a steady income can be challenging. The early scene (0:01) depicting riders beginning their day at dawn exemplifies the importance of self-discipline, despite the absence of fixed 9-to-5 working hours in this profession.



Figure 4: Radar chart of 10 moral values in 'Percayalah' video commercial

From this radar chart, it can be observed that self-reliance and confidence, which received a score of 12, is the value that is most frequently represented in situations. At 10 and 9, respectively, bravery/courage and loyalty come in close succession. This aligns with the overarching narrative of the commercial, which revolves around occupations that demand survival skills and involve risking one's life. Values that are depicted to a moderate degree include self-discipline/moderation and justice with an equal score of 7, followed by the value of love, kindness, and friendliness with a score of 6. Scenes that incorporate the elements of relationships and commitment, while balancing the demands of daily jobs, effectively convey these values. Furthermore, moral principles such as respect scores 5, peace-ability scores 3, honesty earns 2, and mercy, a score of 1. While these values are portrayed less frequently in this commercial, they are prominently featured in scenes that carry profound significance. In

summary, this video commercial mainly contains the good values of personal attributes in committing as a p-hailing worker, while upholding the core values of humanity.

### **Conclusion**

In conclusion, Grab has played a significant role in shaping the society by instilling moral values through its National and Malaysia Day 2022 video commercial. The effective use of YouTube as a platform has enabled this concise and meaningful content to be widely disseminated and accessed by around 28 million social media users in Malaysia (Kemp, 2021). Through emotional narratives and visual language, the perspectives of food riders in reality revealed hidden meanings. Based on the shot-by-shot analysis, it becomes evident that this commercial effectively incorporates all ten moral values (Eyre, et al.,1993). The values that stand out prominently include self-reliance, confidence, bravery, courage, and loyalty. Values that are moderately portrayed encompass self-discipline, moderation, justice, kindness, and friendliness. On the other hand, the values of respect, peacefulness, honesty, and mercy find comparatively lesser representation within the video commercial's narrative. The inclusion of slice-of-life elements in Grab's commercial is commendable as it enhances the authenticity of the message, making it an effective tool for promoting moral values awareness in society. Furthermore, these instilled moral values are crucial in promoting a culture of respect and appreciation for every profession, regardless of one's role or status. This can have a significant impact on society by fostering a sense of unity and inclusivity, and by encouraging individuals to recognize and value the contributions of others. Finally, it is suggested that future researchers and practitioners explore a wider range of creativity and perspectives and instil more diverse moral values throughout video commercials.

### **Acknowledgment**

The authors are appreciative of the knowledge, guide and supports provided by *Bengkel Jurnal 3/10* and its committee, initiated by Research & Publication Committee, College of Creative Arts Universiti Teknologi MARA Cawangan Melaka.

### **References**

- Behravan, N., & Masoudi, R. (2012). A Review Study of Developing an Advertising Strategy for Westerner's Companies among Middle East Countries: the Islamic Perspective. *Information Management and Business Review*.  
<https://doi.org/10.22610/IMBR.V4I3.970>.
- Chandler, D. (2007). *Semiotics: The Basics*. Routledge.
- Corrigan, T. (2015). *A Short Guide to Writing about Film* (9th ed.). Pearson.
- De Hoog N., Stroebe W., de Wit J.B.F. The impact of vulnerability to and severity of a health risk on processing and acceptance of fear-arousing communications: A metaanalysis. *Review of General Psychology*. 2007;11(3):258–285. h
- Eyre, R., & Eyre, L. (1993). *Teaching your children values*. Fireside Books.
- Fowers, B. J., & Davidov, B. J. (2006). The virtue of multiculturalism: Personal transformation, character, and openness to the other. *American Psychologist*, 61(3), 134–145.  
<https://doi.org/10.1037/0003-066X.61.3.134>
- Harun, A. (2021). *Analisis iklan video hari raya Petronas "Pulang ke ke pangkuan ibunda"*. *International Journal of Art & Design (IJAD)*, 4 (2), 8-18
- Harun, M. S., & Abdullah, S. A. (2022, October 4). *Assessment of Malaysia's Employment Recovery Amid COVID-19 Crisis*. Malaysia.

- [https://www.dosm.gov.my/v1/uploads/files/4\\_Portal%20Content/2\\_%20Statistics/MyStat/2022/Scientific%20Paper/Muhammad%20Syafiq%20Harun\\_Assessment%20of%20Malaysia%E2%80%99s%20Employment%20Recovery%20Amid%20COVID-19%20Crisis.pdf](https://www.dosm.gov.my/v1/uploads/files/4_Portal%20Content/2_%20Statistics/MyStat/2022/Scientific%20Paper/Muhammad%20Syafiq%20Harun_Assessment%20of%20Malaysia%E2%80%99s%20Employment%20Recovery%20Amid%20COVID-19%20Crisis.pdf)
- Jaafar, F., Mohd Zain, A., & Abu Bakar, M. S. (2016). Attitude and Perception of Young Audience towards Patriotism in Independence Day TV Commercials. *Environment-Behaviour Proceedings Journal*, 1(1), 23. <https://doi.org/10.21834/e-bpj.v1i1.189>
- Kemp, S. (2021, February 11). *Digital in Malaysia: All the statistics you need in 2021*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2021-malaysia>
- Kucharska, K. (2021). Moral values in advertising: A review of research. *Journal of Business Ethics*, 168(4), 617-633. <https://doi.org/10.1007/s10551-020-04576-2>
- Millerson, G. (1994). Video Camera Techniques. CRC Press. *Param's Bicycle (Merdeka 2003)*. (n.d.). [www.youtube.com](http://www.youtube.com). Retrieved May 31, 2023, from [https://www.youtube.com/watch?v=lzHbWMqUjY&list=PLlwyNA4AhpOSXVf\\_ttD2OQt4\\_bkMg\\_tG7&index=19](https://www.youtube.com/watch?v=lzHbWMqUjY&list=PLlwyNA4AhpOSXVf_ttD2OQt4_bkMg_tG7&index=19)
- Percayalah: Filem Hari Kebangsaan & Hari Malaysia. (n.d.). [www.youtube.com](http://www.youtube.com). Retrieved February 25, 2023, from [https://www.youtube.com/watch?v=cNW\\_FZeAFDA](https://www.youtube.com/watch?v=cNW_FZeAFDA)
- Portal Rasmi Jabatan Perpaduan Negara dan Integrasi Nasional*. (n.d.). [www.jpnin.gov.my](http://www.jpnin.gov.my). Retrieved February 26, 2023, from [https://www.jpnin.gov.my/web/dasar-perpaduan-negara#js\\_demo\\_accordion-2ff](https://www.jpnin.gov.my/web/dasar-perpaduan-negara#js_demo_accordion-2ff)
- Semiótica Filosofía y Letras: Biografías: Ferdinand de Saussure & Charles Sanders Peirce. (2018, February 15). *Semiótica Filosofía Y Letras*. <http://semioticaffyl2018.blogspot.com/2018/02/biografias-ferdinand-de-saussure.html>
- Tan Hong Ming (Merdeka)*. (n.d.). [www.youtube.com](http://www.youtube.com). Retrieved May 31, 2023, from [https://www.youtube.com/watch?v=3RCKGStgAC4&list=PLlwyNA4AhpOSXVf\\_ttD2OQt4\\_bkMg\\_tG7&index=12](https://www.youtube.com/watch?v=3RCKGStgAC4&list=PLlwyNA4AhpOSXVf_ttD2OQt4_bkMg_tG7&index=12)
- Trevino, L. K., & Youngblood, S. A. (1990). Bad apples in bad barrels: A causal analysis of ethical decision-making behavior. *Journal of Applied Psychology*, 75(4), 378–385. <https://doi.org/10.1037//0021-9010.75.4.378>
- Vandenbergh, R., & Huberman, M. (1999). Understanding moral values and their relationship to academic achievement: A comparative study. *Journal of Moral Education*, 28(1), 41-54.
- Yulfani, A. & Rohmah, H.H. (2021). An Analysis of the Intrinsic Elements and Moral Values in Bad Genius Movies. *Proceedings International Conference on Education of Suryakencana*
- #PETRONASMerdeka 1996 & 1997: One Little Indian Boy*. (n.d.). [www.youtube.com](http://www.youtube.com). Retrieved May 31, 2023, from <https://www.youtube.com/watch?v=L-6tFho35B0>
- #PETRONASMerdeka 1998: Local Hero*. (n.d.). [www.youtube.com](http://www.youtube.com). Retrieved May 31, 2023, from [https://www.youtube.com/watch?v=UxxFFCU2h3U&list=PLlwyNA4AhpOSXVf\\_ttD2OQt4\\_bkMg\\_tG7&index=3](https://www.youtube.com/watch?v=UxxFFCU2h3U&list=PLlwyNA4AhpOSXVf_ttD2OQt4_bkMg_tG7&index=3)