

VISUAL INNOVATION IN INDONESIAN ADVERTISING

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Abstract

Ads being vehicles for propagate the image of brand into people's minds. Deconstruction in advertising is important to spread the brand image, so that it can influence the perceptions and lifestyles of people in enjoying an ads. As the presence of grain shape Axe ads that seem to attract attention, entertain , and foster the curiosity of people in Indonesia . This phenomenon is thought to have been the visual innovations in the context of ad serving .

This study aims to describe and explain the structure of the source of visual innovation of an advertisement . To achieve these objectives do step scientific process through a commercial phenomenon that has existed . In this case study focused on Axe ad version of " Angels Fall " in the form of billboards medium . Collection of qualitative data obtained by observation and analysis of documents of profound symptoms recorded . The study used the analysis interpretation approach innovation theory Peter Drucker. In writing by the processes described in cascading flow of thought.

The results showed that the Axe ad version of " Angels Fall " in accordance with the rules of visual innovation . Presentation of innovation in visual advertising even cause interactive response with the involvement of the target audience . These results are expected to be the cornerstone of the next entry to complete the transformation needs of the visual culture of advertising in Indonesia .

Keywords : visual innovation , advertising , Indonesia

Introduction

At the community formed a lifestyle that can not be separated from its cultural elements . Culture is the intellectual and spiritual development group of people to his artistic activities , so that each cultural group has the lifestyle of each (Williams , 1983) . Each cultural group would never be influenced and progressing in every lifestyle. No exception lifestyle of Indonesian society who have been born of a burgeoning capitalist culture . Signs of capitalist culture was seen in people who consume a product is no longer socially and physically . This can happen due to have been the dominant use of the brand image of the product. Use of the product brand image is one of them considered to have been disseminated through the mass media . Then an advertisement into a tool in the dissemination of brand image to influence the perception and lifestyle .

One considerable interest is the Axe ads that promote products such as deodorant bodyspray which are consumed by men . The uniqueness of Axe ads visually is always to ask the man who uses the product Axe so get the sympathy of the beautiful woman he meets.

Interestingly visualization Axe ads that expose many women through gesture visual appearance, expressive , attitude and behavior sparked many ideas in many ways it communicates its message .

One creative way looked like the billboard advertising medium Axe version of " Angels Fall " in 2012. Advertising billboards that utilize this medium to attract the public to interact with the figure of an angel -shaped hologram in Cilandak Town Square Jakarta . By using technology imported directly from the UK can create activities target audiences with visual interaction angel as if the real side. Many target audience reaction was impressed with the visual appearance of the Axe ads .

Visual presentation on the medium Axe ads seem to attract attention, and many foster curiosity , thus making the target audience immediately makes the discussion of billboard advertising that is not commonly encountered in general. This phenomenon is thought to have been the visual innovations in the context of the presentation of advertisements on billboards medium . Therefore this phenomenon becomes interesting assessed when Axe build capitalist culture in the midst of the Indonesian community through a unique way. In accordance with what has been described in the background of the problem , the problem that will be raised is : How the background of the ad creation Axe can be referred to as a source of visual innovation?

Theoretical framework

Advertising

A message to be conveyed need tools for communication are called the ads . Advertising is a persuasive communication using mass media can also be interactive nonpersonal to reach a wide target audience to connect with advertisers (Wells , et al. , 2007) . Some of the advertising communication functions including informing , persuading , reminding , adding value, and assisting efforts advertiser (Shimp , 2000) . That is, advertising is an activity of delivering messages to target audiences . So that the message can be communicated to target audiences according to their function properly it is necessary to the proper execution of advertising messages in the media anyway .

Medium Billboard

This form of advertising in the media out of the home is the oldest form of advertising has been made since thousands of years ago . Media is considered as a complement , not a primary (Shimp , 2000) . In the media out of home , especially on the billboard medium is usually located on the walls of city buildings . Advantages of this medium is to have a flexible geographic target . Target audience feel challenged and very close to the brand offer. Weaknesses are easily target audiences passes this medium are considered as visual clutter (Duncan , 2008) .

Visual Source Inovation

Visual advertising is an important element in the form of a photograph , artwork , or informational graphics . In the development of people's lifestyles are now visual appearance in advertising requires an innovation . Most successful innovations occur because of the creation of opportunities. Sources opportunities can be seen from the internal side of themselves as unexpected occurrences , incongruities , process needs , and industry and market changes . While sourcing opportunities can also be seen from the external side of ourselves as demographic changes , changes in perception , and new knowledge (Drucker : 2002). Explanation of the source of visual innovation

1. Unexpected Occurences

In this world, many things that are a source of unexpected opportunities . This suggests that although the visual appearance can be planned with the best , then the possibility of something beyond the scenarios could occur . Innovation unexpected visual display is out of control .

2. Incongruities

Misalignment between the expectations of consumers with products . Internal disharmony in the rhythm of the process logic . Unconformity is a gap between the supposedly what happened . This is evident in the visual display ads on the internet Indonesia . If the current Internet network it would seem clear visual display and can be enjoyed .

3. Process Needs

Innovation here enhance existing processes , visual replaces the weak , or the new visual redesign . This occurs because of the background of the visual connoisseur complained.

4. Industry and market changes

Therefore, the time to be very valuable , then the concept of one- stop service into a business strategy that is carried out by market participants . So that the visual display advertising should include all the market needs .

5. Demographic Changes

Demographic changes are defined as changes in the number of population , age structure , composition , type of job , income status , educational status is a source of opportunity most predictable . The use of visual advertising tailored to the demographic changes .

6. Changes in Perception

Changes to the visual perception is a source of innovation opportunities . With the increasing portion of society needs it not only meets the demands of visual , but also should provide comfort in the promotion of products .

7. New Knowledge

Some companies with research and development division , continuously develop new visual appearance . The development is based on this research takes a long time and cost

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Methods

Qualitative research is a field of inquiry that is independent multidisciplinary and intertwined with cultural studies and characterized interpretive (Denzin & Lincoln , 2009) . Research using qualitative data to study innovative approaches as the subject line to read the display billboard advertising medium . The essence of Problems (object) is the phenomenon of Axe ads version of " Angels Fall " on a billboard medium in Cilandak Town Square Jakarta in 2012 .Penelitian contains major aspects of interpretation of innovation ads that rely on researchers as the main instrument .

Place and time of the study

The study intends to analyze the Axe billboard ad that aired in 2012 in Indonesia . Goals and study site is a manufacturer Axe , PT . Unilever Indonesia , Tbk Jakarta , and Kreator Axe ad , the advertising agency Lowe Indonesia Jakarta .

Data collection

Source libraries are used , in addition to qualitative research methodologies , is discussing libraries visual Innovation , Advertising and Medium Billboard. Documents in this study of written data on the characteristics of the Axe Unilever products . The main protagonist is a draft brief and the creative strategies to video visualization Axe advertisements by advertising agencies. Interviews were conducted in the form of in- dept interviewing or in-depth interviews . The questions posed are open (open -ended) , and leads to the depth of

information , and done in a way that is not formal yet structured (Denzin & Lincoln , 2009) . This in-depth interviews conducted with advertisers Axe PT . Unilever Tbk . , And the creative team (creator) advertising agency Axe .

Analysis techniques

Discussion to answer the formulation of research problems using analytical interpretation with innovative approaches . Data obtained on the structure that includes billboard advertising and media gathered to obtain conclusions related to the source of innovation .

Discussion

As the theory that the ad is delivering a message to the target audience (Wells , et al . , 2007) , the product Axe has been conducting the delivery of messages to the target audience through the medium of the billboard version of " Angels Fall " in 2012. The message of the brand is using Axe products then the men would get the sympathy of the beautiful woman he meets. Even the beautiful woman who is interested is the angel as a date to come down to earth . Medium billboards are usually located on the walls of city buildings (Duncan , 2008) , is seen from the use of medium large shopping center Cilandak Town Square Jakarta . Target geographic flexible and target audiences are challenged with brands that offer , it looks on target audiences who want to close on the ad.

Medium billboard dekostruksi Axe experience . Deconstruction happens when the characteristic billboard medium is called by the target audience as the visual clutter that did not happen . That happened even advertising Axe into the limelight by the target audience so as to change the view advertising as an absolute visual clutter (Ismandoyo , 2014, p . 984) .

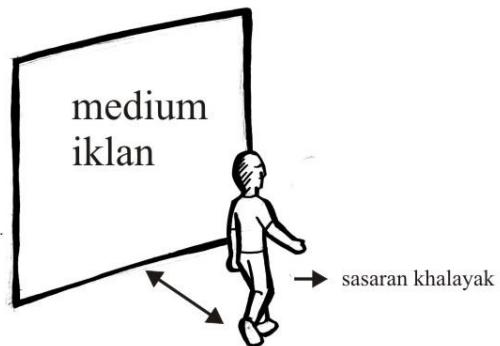


Figure 1. The Passive Visual (Ismandoyo, 2014, p.984)

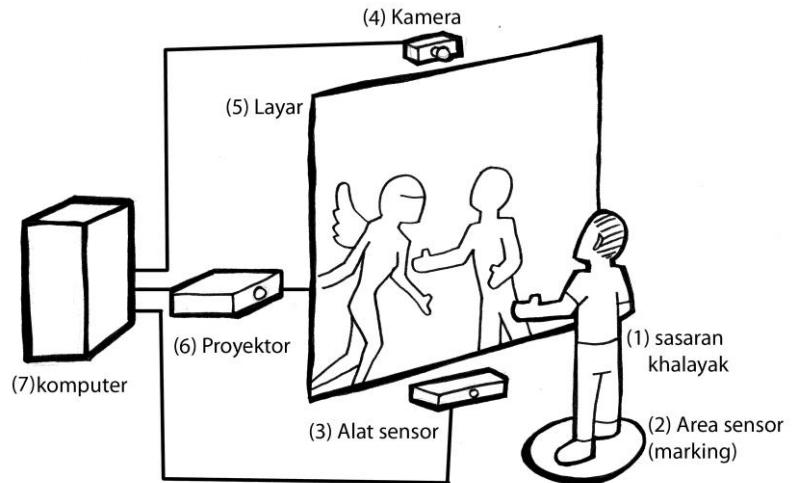


Figure 2. The Active Visual (Ismandoyo, 2015, p.6)

Deconstruction Advertising billboard Axe version of "Angels Fall" turns out to involve the target audience. When there is no target audience the same visual appearance as the atmosphere of environmental documentation (mall) is. When there is a target audience that medium passes right in the middle and at a certain distance, the visual appearance of the atmosphere increases with the environmental documentation virtual visual objects. Virtual visual object that is present is a woman angel who fell from the sky and slowly approached the target audience as a real object. With a gesture like the scent of the fragrance just as the man using deodorant female figure angel approached the target audience slowly giving seductive movements. This is where the target audience seemed to try to interact with women angel with a wide range of expression. When the target audience began to enjoy the entertainment derived from these ads, the Sales Promotion Girl (SPG) action to approach with the aim of offering the purchase of the product Axe. Here is an illustration of billboard advertising deconstruction are shown in a scene by scene shown in table 1.

Storyboard	Visual	Explanation
	Appropriate documentation video cameras in real environments	The wide screen installed in mall
	Appropriate documentation, a target audience caught on camera in the sensor area	In front of the screen reserved area or mark sensor to detect visual performances virtual

	<p>Appropriate documentation , but it increases the visual angel comes down from the sky</p>	<p>In the real environment looks what it is, but on the screen (virtual) seemed visual angel</p>
	<p>Appropriate documentation , increases angel who tries to approach the target audience as the scent of deodorant</p>	<p>Looks difference between real and virtual world through the screen displayed</p>
	<p>Appropriate documentation , increases approaching angel with a seductive gesture</p>	<p>Target audience more curious like hugging , holding , even appease the virtual visual object</p>
	<p>Appropriate documentation increases angel</p>	<p>Target audience more curious and crowded meet the on-screen camera</p>
	<p>Appropriate documentation increases angel</p>	<p>Some salesgirl approached the target audience crowded to offer a product Axe</p>

	Appropriate documentation increases angel	Salesgirl communication and target audience
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Tabel 1. Outdoor Advertising (Ismandoyo, 2014, p.985-987)

Innovation based Process Needs here enhance existing processes . Because it is considered the visual clutter that existed at the passive visual advertising billboard diabaian medium . The process of enjoying visual billboard advertising medium of visual redesigned passive to active visual order not considered visual clutter . Now the visual display ads Axe became actively communicate with target audiences. The occurrence of two-way communication through a visual that is created makes innovation in enjoying an ad serving.

Therefore, the time to be very valuable , then the concept of one- stop service into a business strategy that is carried out by market participants . Based on that background , the target audience is not only expected just enjoyed a presentation of advertising alone . Visible concept of one stop service occurs at the target audience can enjoy a presentation of advertising , brand experience , receive product knowledge of SPG and visually see even hold direct products offered in one place . That happens because the Industry and market changes

New Knowledge on the use of active visual objects known with the concept of merging the real with the virtual object . Merging real object with the virtual object is technically a technique called Augmented Reality (AR) . For visual display of your ad need the help of computer technology along with the sensor reader object . Ads will not run if all the elements forming into a single unit does not support work packaging . AR techniques require high-tech devices and costly (Ismandoyo , 2014, p.572) . This technology was originally used as the development of research in the field of medical training to help visualization of operations . Now the AR technology can be developed in various fields , one field of advertising through visual art display .

Conclusion

After an analysis of Axe ads version of " Angels Fall " on a billboard medium in Cilandak Town Square in 2012 , it can be summed up into two main core . First , regarding the advertising activities . Axe product has been conducting the delivery of messages to the target audience in Cilandak Town Square Jakarta in 2012. The message of the brand is to use Axe product it will gain the sympathy of the beautiful woman he meets. Beautiful woman who is interested here visualized as an angel. Even visual angel down to earth as a date infatuated target audiences.

Second , the visualization display ads Axe experiencing innovation . Visual innovation shown in Process Needs , where billboard advertising medium of visual redesigned passive to active visual order not considered visual clutter . Visual innovations appear on Industry and market changes , so it looks the concept of one stop service occurs at the target audience can enjoy a presentation of advertising , brand experience , receive product knowledge of SPG and visually see even hold direct products offered in one place . Visual innovation also appears in the New Knowledge , which was originally AR technology used in the medical field now AR technology developed in the field of advertising through

visual art display . The presence of visual innovation Axe ads provoke the emergence of a new culture in advertising and useful to be used as an advanced research for the development of a new advertising medium on the advertising Indonesia .

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