

# The Effectiveness of Social Campaign “Mari Kembali Ke Desa” towards First Jobbers Who Came from outside Jakarta: A Pre-test Logo and Advertising

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Abstract: Urbanization in Indonesia brings a complex problem in the cities. People from the rural area perceive big city will bring more prosperity than living in their village. However some young adults who lived in the rural area before they took a higher education, think about to groom and grow their own village to make the community alive and make some changes. Therefore through the social campaign “Ayo Kembali ke Desa” created by one of the graphic design new media students (GDNM), which the content is motivating young adults to go back to the village. In this paper is conducting a pre-test for campaign logo and promotional materials that has been created, because in social campaign conducting a pre-test is a mandatory before launching the campaign. Through qualitative research with focus group discussion the campaign has good prospect gain the interest of the target audience with several adjustments.

## 1 INTRODUCTION

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Based on the Interior Ministry of Indonesia Regulation no. 56 – Year 2015 the total villages in Indonesia is 83,184, which divided into 74,754 villages itself and 8,430 districts from Sabang to Merauke (Lailissaum, 2017), which every single village has a Local Regulation legal. In Indonesia, urbanization creates two impacts: (1) Government didn't pay good attentions towards the hide potentials in the villages, (2) Slow development and isolation in villages. The villagers lack to be independent in living, and saw more opportunity to live in the big cities (Gunawan, 2016). Singgih S Kartono, founder of Spedagi – a handmade bamboo bicycle – said that villagers move to big cities because there were “city attraction” (*daya tarik kota*) and “village repulsion” (*daya tolak desa*) in the villagers mind. Through television program it creates an illusion and dream that living in a city

will improve villagers. They feel bored, tired and stagnant, which the uncool and old school perception occurred. Village or in Indonesia is called *desa*, needs to be revitalized and the community craves to be inspired. Good human resources from the outside who have the expertise and brilliant ideas can develop and train this community by also bringing up some external resources. The community will stay and have more skills, which give them a better living and economy (Spedagi, 2011).

With the background of the needs to develop villages' potentials, one of the ideas is spread a social campaign, which motivating target audience to contribute and give back their knowledge and skills to the local villagers. Through the “Ayo Kembali ke Desa” (Let's go back to the village) theme a logotype, series of print advertisements and a TV commercial (see figure 1, figure 2, and figure 3) have been constructed. This social campaign promotional materials have been created based on the research results through quantitative and qualitative research. However all these graphic design materials have not been tested, which a pre testing for social campaign to the potential target

audience is an important element to be fulfilled before launching the campaign.



Figure 1: Campaign logo.



Figure 2: Print advertisement series A, B and C.



Figure 3: 60 seconds TV commercial “sobat desa.”

Through a qualitative pre-test research, we can get more insights from the target audience towards the design and then review the whole materials to recreate, revise or just fine-tune it. The purpose is to make the campaign is effective and achieve the advertising objective: create awareness. The message is emphasizing to inspire, motivate or even change their behaviour that one day they will go back and build their village after being exposed with the campaign.

The target audience is bachelor students, originated from villages or small towns throughout Indonesia to continue their higher education or work in big cities. They are first or second jobbers in various companies or industries, 21-30 years old,

both genders, with their earnings between Rp 5 to 8 million.

## 2 METHOD

We strongly encourage authors to use this document for the preparation of the camera-ready. Please follow the instructions closely in order to make the volume look as uniform as possible (Moore and Lopes, 1999).

Researchers conduct qualitative research through focus group discussion to one group with 4 sources to get the insights from the target audients towards the execution of the logo and promotional materials. Before taking any insights, researchers disseminate a questionnaire to see the “spontaneous” answers. All members see the logo for 15 seconds then answer the questions and give scores. At the end they have to draw the logo based on their capabilities of their memory.

### 2.1 Logo Pre-test

To identify and start a social campaign, usually we create a logo and will apply in all promotional materials. The objective is the target audience can easily recognize the campaign and when they’ve being exposed several times it might stick into their mind. A well design logo, connotes a thoughtful and purposeful enterprise, and mirrors the quality of its products and services. To pretest the logo, there are seven steps created by Paul Rand that need to be checked: (Schools, 2015)

- Visible: easily to be seen, the impression, what is the element that striking
- Adaptable: easily been applied to various promotional materials and application
- Uniqueness: the distinctiveness of the logo compare with others, is it reminding to other logo?
- Timeless: logo will be long lasting, opinion about the colour, typeface, and symbol
- Universal: there’s a consistent meaning
- Simple: present a big and small size to see that the target audience can see it easily, not over simplified and creates boredom, and afterwards they asked to redraw it.
- Memorable: easy to memorize it, and which is the strong element to make it memorable. Researcher add more questions to observe more thorough of the logo itself are as follow:

Based on the participant opinions and scoring, researchers know how to fine-tune the logo that will acceptable and suit the social campaign theme.

## 2.2 Print Advertising Pre-testing

Print advertisement is a product or service to be informed to the target audience through mass media especially print media, such as newspaper, magazine, tabloid, and out of home. For pre testing of print advertisements/posters, there is 10 elements should be tested: (The Healthen Compass, 2018)

- Key appeal: elements that’s stand out or ordinary, and like/dislike
- Comprehension: the target audience understand the message, and confusing/not confusing
- Acceptability: the element that is appropriate/inappropriate and how should be better
- Believability: the realistic is the advertisement, anything that makes it believable/unbelievable in the message.
- Involvement: the target audience of the advertisement and from which element they know it (easy to identify it)
- Persuasion: the advertisement is convincing and inspiring and from which element
- Call for action: to check if target audience want to participate or at least interested with the campaign and want to know further more.
- Uniqueness: give a newness approach or remind them of something
- Memorable: it is easy to memorize it

In this this paper researchers test 3 series of advertisement and each has different message that focus on: knowledge, capital and network but under one big idea theme “*Mari Kembali ke Desa*”

## 2.3 Tv Commercial Pre-testing

TV Commercial is about relaying a specific social, political or sales pitch in a limited amount of time, broadly ranging in between few seconds to several minutes. The purpose is to generate demand for a product, service, idea or cause (Adglitz, 2010). In TV Commercials there are two elements that relates with verbal and visual with the duration is 30 seconds or 60 seconds. The elements of pre testing for TV commercial basically is the same as print advertisement. Since the TV Commercial has already been executed, researchers test the final material and not using the storyboard.

## 3 RESULT AND DISCUSSION

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All sources came from various places like North Sumatra, West Sumatra and South Sulawesi. They stay in Jakarta because of they got the job or their first post in Jakarta. Living in Jakarta has lots of opportunities, entertainments, easy to have friends, and individualistic life. They tend don’t want to go back to their homeland because of those reasons. Some of them still feel the racism in their homeland especially if you have Chinese descendants. The one that they miss is the local food that they never get it the authenticity in Jakarta. The challenge is the bad traffic jammed and learn to be toughed.

### 3.1 Logo

Based on the **spontaneous** variable the logo is an organization like WWF, UNICEF, something that concern about the environment, an immigrant community, helping the villager people who are unfortunate. The word “*Sobat Desa*” (Village Buddies) is quite striking since is directly related to invite people to develop a better village. The two people element is quite strong because it can be identify just for short notice, and it’s a solid community who help each other. The strong characters of the logo are: (a) The chocolate hand in a circle, (b) two people join hands, (c) the village scenery as the background, (d) two kids and the green color. The spontaneous score (1 to 10) for the logo is as follow: 1 = very bad/negative/other adjective words, 5 = neutral, 10 = very good/positive/other adjective words. The results are: Uniqueness (7-8), stand-out compare with others (5-8), easy to perceive (7-9), visibility (5-9), adaptable (7-9), memorable (7-9), timeless (5 and 7), and simplicity (8-10). When sources have to redraw the logo, basically they can capture the elements of people, small leaves, green leafs and chocolate wood colors and the word of “*Sobat Desa*” even though there’s an anomaly of yellow color and the placement of the word of “*Sobat Desa*”.

In the **visible** variable, sources have the impression is an organization or community that want to develop the village, support each other, or relates with environment, because of the green and the chocolate colours. It reminds them very remote

villages like in Papua, which are still untouchable. The word “*Sobat Desa*” is also a strong element and readable, which invites people who wander to big city to go back to their homeland, with the reason to make a better place and brings an emotional feeling too. They like the green and chocolate colour, but they prefer dark green leaves. The illustration of two people join hands means people in the villages are not alone, there will be someone help them. The sources also capture a hand below the green circle. It enhances the meaning of helping, protecting and supporting the people through the chocolate hue that suits well on the illustration as hugging the people and yet at the same time is like tree branch. Some of the sources didn’t like the small leaves element that is too crowded. The **adaptable** variable; their response is the logo is easy to adapt in various promotional items and in many merchandises. It’s also easy to capture on the street, because of the colour and the two people inside the green circle. In **uniqueness**, the two people, the hand below and the word of “*Sobat Desa*” makes the logo distinctive since it’s uncommon to have a logo with wording. The logo reminds them with organizations that have the personality like UNICEF, and yet through the green colour is like Starbucks. The leaves make them confuse since it’s depict an environmental organization. For **timeless** variable the combination between green and chocolate colour is acceptable, it express something about environment. In **universal** variable the logo express an organization that concern helping people in the villages. They perceive the logo is easy to understand and quite memorable which answering the **simplicity** variable. The **memorable** aspect of the logo is the word “*Sobat Desa*”. Suggestions for better logo is more integrated between elements as a whole campaign logo, and take out the leaves. Based on the suggestions, researcher revise the logo is as follow:



Figure 4: Logo *sobat desa* revision.

Researchers change the background colour of the circle into Tosca green and taking out the leaves. The hand illustration below also changes into dark chocolate wood. The reason is to lessen the environment perception yet still have strong village

nuance. It could cater also villages in the coastal area, since Indonesia also has many fishery villages. The combination between both colours make the logo solid, compact and united with the word “*Sobat Desa*” part of the hand illustration.

### 3.2 Print Advertising

Each advertisement using the same headline ‘*Desa Butuh Lo Sob*’ (The village needs you bro) with different strong colours and emphasize one single message that divided into knowledge, capital/money and network; and those three aspects can make good contribution to develop the people and the village itself. The **key appeal** for all print advertisements is the headline, which is expressing the young generations and the bright colours. The best colour is the blue one, the lime green and yellow is too strong and bit irritated for their eyes, yet they still like the strong colours platform. One of the sources said that the model with lime green background, need to erase the brand on the T-shirt, because is stronger that the logo of the campaign. The 2<sup>nd</sup> advertisement with blue background, they bit reluctant with the word ‘capital’ that relates with money, because the word is quite sensitive and people will avoid it. It seems asking money as a donation. They said people could contribute anything, not merely money. Nevertheless the word ‘capital’ is also strong, because there’s chicken piggybank. The 3<sup>rd</sup> advertisement with yellow background they perceive the model is one from the city (wearing a formal shirt) and one from the village (wearing a T-shirt). It explain that the urban guy asks the village guy to join “*Sobat Desa*”. In **comprehension** variable which describing the message, they perceive that when you already graduated from university just go back to your homeland to make a better village because villager needs it. The knowledge that gain from university, capital or the network they perceive it from the body language of the models and the various illustration vectors on the right side. The target audience is more for youngsters who just graduated from university. They don’t have a problem with the Jakarta slang, since some big cities in Indonesia adopt those slangs and understand it. The strongest message is related with knowledge/education on the 1<sup>st</sup> print ad body copy, because it tugs directly to the emotional side and can contribute immediately. In the **acceptability** variable, they accept positively because invites wanderer concerns towards their homeland, but not directly after graduated. Since they reluctant with the word of ‘capital’ in the body copy on the 2<sup>nd</sup> advertisement, it still positive with



the vector illustrations such as money and the chicken piggybank visual. Seeing the 1<sup>st</sup> print ad they believe it, even they asked if it’s already in the Instagram. They want to see more the information; thus the **believability** factor is quite strong. In **involvement** variable they recognize the target audience is more for youngsters who just graduated from university, especially for the people of Jakarta because the headline is using the Jakarta slang. Even though the whole design is for graduated students, it still suitable for mature target audience. In the **persuasion** factor, the message is touchy for wanderer than people who originated live or born in Jakarta. The ‘*Desa Butuh Lo Sob*’ headline gives them a reminder to be more concern towards their homeland, yet some of them didn’t feel anything because there’s no big deal to build a better village. The series of print ads are inviting and they can feel **the call to action** factor, especially the #yukmembangundes (let’s develop the village) and the Instagram address. On the **uniqueness** side, they said is the headline and the strong colors; and for the **memorable** variable is the headline. When all materials presents side-by-side it’s integrated and consistent, through the whole design, layout and headline. The logo itself also fit in well on the print advertisements. According to the suggestions, researcher modify one of the print ad as a reference for others:



Figure 5: Fine-tune print advertisement as a guideline.

Basically the whole concept is still the same, but researchers add an architectural vector illustration as part of the print to give more meaningful that the knowledge or education can build up something meaningful to the villagers. Brand logo on model’s

T-Shirt is also has been removed. The word “education” in body copy also has bigger point and written in capital letter with the same colour like others to make it readable yet are highlighted also.

### 3.3 TV Commercial

In TV Commercial the first reaction is the ‘emotional side’ it doesn’t happen. It’s just sending information and that’s it. There’s a scene that invite people to make contribution but what kind of action people should do doesn’t deliver in the TVC. Therefore **the call to action** variable doesn’t show promptly. The opening scene of the poverty results with strong colours of green and orange don’t match as a message. The message is plain and it doesn’t appealing at all. Therefore the **key appeal and acceptability** variables are not as strong as the series of print advertisement. For them poverty data is not something new and nevertheless the **persuasion** factor is low. They prefer picturing the poverty by bring it up some visuals about unfortunate kids, present an underdeveloped rural with people from big cities give help or donation and sharing experience. The TVC should have more in the emotional side, make viewers feel sad and could inspire and change their mind to do something.

In the **involvement** variable they still can identify the TVC is for youngsters-graduated students from the models and the strong colours combination. Since they are not as enthusiastic as the series of print advertisements, the **uniqueness** factor does not appear. Although there are more negative responses to the TVC, they can remember about the poverty information, which they say it many times during the discussion and it will be a good opportunity for the **memorable** variable. They also remember the #yukmembangundes at the closing, but it doesn’t bring up some interest. Sources give some suggestions to change the content of the TVC: (1) Give visuals that depict poverty; (2) Put celebrity to gain interest, (3) What kind of action viewers have to do, (3) Change the music to gain emotional appeal. For this paper purposes, researchers decide not bring up the fine-tune TV commercial because it needs to revise the storyboard, shooting, taking footage, editing, change the voice over and rerecording it.

## 4 CONCLUSIONS

The campaign of “*Ayo Kembali ke Desa*” is an initiative for wanderers to bring-it-forward what

they gain knowledge and experience to develop their villages. The preliminary campaign materials, which are logo, series of print advertisements and TV Commercial has already been acquired and need to be tested before disseminate to the target audience. And according to results from the focus group discussion, the message of the campaign has an opportunity to get target audience attention, especially in campaign logo and print advertisement. The emotional factor needs to be improved in the TV commercial material.

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