The Visual Analysis and Perception's of Social Media Users in Indonesia to Telkomsel Advertisement

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Abstract: Various advertisement cellular providers offer an easy internet access for their customer in Indonesia. Those advertisements inflict the growth of social media users and also increasingly limitless and several cause cybercrimes in Indonesia. Based on those phenomenon, Telkomsel launched an advertisement about awareness for cybercrime. This advertisement is containing about the cybercrime that caused by the social media growth. This research aims to determine the meaning message and a creative strategy that contained in the advertisement and analyze the perception of media social users in Indonesia about the meaning of Telkomsel advertisement. The research method is used qualitative method with semiotic approach and to analyze the creative strategy the researcher using the creative strategy theory. This research is also analyze the perceptions of social media users to the advertisement using facet model effects method. The data research was collected by interviews, questionnaires and literature studies. The results of this study indicate that: The meaning of the message contained in the Telkomsel advertisement show that the messages are used is a creative strategy for the advertisement. The message of the advertisement is reached the stage that the viewer of the advertisement understands the meaning of the message.

1   INTRODUCTION

The era of digital communication is currently growing. Internet becomes popular among the people, especially on teenagers. Seeing those phenomenon, many cellular provider companies offer their products with cheap and affordable internet rates. This phenomenon is proved by a lot of various advertisement providers that directly offer their product advantages (cheap and affordable rates) in many mass media. So the people can easily access the internet anywhere and anytime. This situation is triggering the growth of social media users becoming limitless and causing cybercrime. Looking at the phenomenon of social media trend and cybercrime, Telkomsel represents a digital campaign advertisement entitled "*Jangan Asal Internetan*" which different from their competitors. The advertisement have purpose to the audiences whoever see this advertisement can raise their awareness of using social media.

According to Sumadiria (2014) in his book Sociology, *Mass Communication,* he sees this social phenomenon in every urban population of productive age, where the majority are teenagers who feel they educated and intellectuals will feel ashamed and alienated in social status if not incorporated in social media sites that are representations of cyberspace. This phenomenon that makes social media sites is now only become a tool or media to seek popularity and excitement for its users.

This research would contribute to the visual communication design study especially to the advertising study. This research is also contributing about consumer insight study in Indonesia and social media study that can affect the society. This research can be used as input and reference material in knowing the meaning of a message in visual an advertisement and knowing how far influence of advertisement message can be accepted by audience.

Using the semiotics theory which become the basis of this research, this theory used to analyze visual elements in the advertisement. Semiotics is the study of signs (sign), the functioning of the mark, and the production of meaning of the sign. This means that a sign has two aspects are captured by the human senses called signifier and then the aspect of meaning interpreted by the first aspect of the so-called signified. Through verbal and visual elements obtained two levels of meaning that is

denotative obtained at the first level of semiosis and connotative meaning obtained at the next level. Semiotic approach lies at the second level or at the level of the signified, so the meaning of the message can be understood as a whole (Tinarbuko, 2009). Semiotics are very related to advertising because advertising is part of the marketing communications that contains marketing strategies and messages with communication theory. Advertising messages then developed with marketing strategies persuade consumers to choose their product or service (Lee and Carla, 2011). The core of the overall advertising strategy is the creative messaging strategy, sometimes called the creative framework. The creative framework for a brand is summarized in a single statement called "positioning statement". A positioning statement is a key idea that brings together what is expected to be understood from a brand in the mind of the consumer and by considering how competitors are positioning their brands (Shimp, 2003).

An advertising may affect the response of the audience to evaluate its effectiveness and creates six types of consumer response. They are hear see, feel, think/understand, believe, connected, and acting/doing something to create a response to advertising messages. The six of audience response are called the facet models of effect (Moriarty et al., 2011). These six effects are glossy facets like crystals or diamonds that together form a consumer response to advertising messages. Practical tips box summarizes the six facets and consumer responses can be measured to find out wether the objectives have been met or not (Moriarty et al., 2011). Now, a lot of media use to advertise one of them is social media, social media is a medium that enabled internet users represent themselves and interact, share, and communicate with other users and form social bonds virtually.

2 RESEARCH METHODS

The research approach used is qualitative with the descriptive approach, which describe the intent to obtain data in the form of meaning contained in the actual conditions of the research object. Data collection techniques use around books, journal articles, research studies and questionnaire related to the impact of the development of advertising, social media and creative strategy. Data is analyzed based on obtained data, after that data is reduced, then the last are making verification of the data and conclusion.

3 DISSCUSSION

3.1 The Meaning of Telkomsel Advertising Message

In the first stage researcher will analyzed advertising visualization to find the meaning of advertising message, Telkomsel advertising consists of 3 parts of the story therefore, will be analyzed every part of the story of the advertisement. The advertisement Telkomsel created by using the digital format inserted campaign with a commercial purpose for the Loop products to increase the number of new customers and maintain customer loyalty forever. This advertisement is shaped drama with a total duration of 01 minutes and 40 seconds playing in YouTube. Researchers choose Youtube's advertising based on the target audience which are 18-22-year-old teenagers who often spends more time surfing the internet than watching television. Following the results of visual analysis of Telkomsel advertisement:

3.1.1 The Meaning of First Story

Figure 1: Visual First Story.
Source: (Telkomsel Loop, 2016).

In the first storyline in figure 1 is told of a young woman who suddenly she had an attack of a mysterious phone call from an unknown person. She felt frightened when someone like knowing its existence. Then she rushed to lock the doors of his house to give him a sense of security. At the end of the story, it turns out she put her phone number on twitter social media profiles. It is indeed common in many communities where people loved to put personal information on social media accounts such as phone numbers and even home address in detail so widely known by others to freely access their social media accounts. The message to be conveyed by this first story is introspection on the behavior that can cause dangerous for us. Unconsciously perhaps social media users are sometimes not aware of doing that.
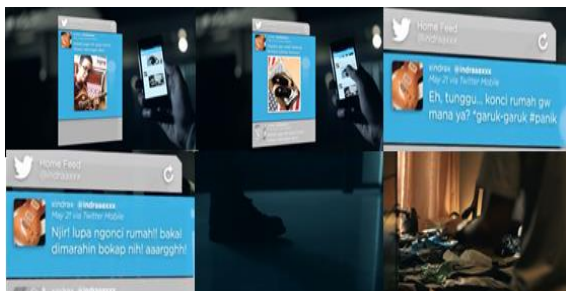
3.1.2 The Meaning of Second Story

Figure 2: Visual Second Story.
Source: (Telkomsel Loop, 2016).

In the second storyline in figure 2 is told that a young man who likes to show off personal activities and also new valuable items he bought into the social media sites. But because of this habit, there is an unidentified person frequently knows their social media status. One day, the teenager went on vacation but forgot to lock the door. Fatal consequences he showed off his house unlocked through his social media status, then the man gets an opportunity to steal valuable items.

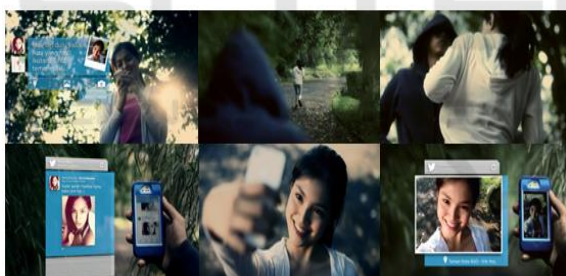### 3.1.3 The Meaning of Third Story

Figure 3: Visual Third Story.
Source: (Telkomsel Loop, 2016).

In the third storyline in figure 3 told of a young woman exercising alone. She did not realize that someone is watching her from a far . The mysterious person likes to follow the latest status of the young woman because she often uploads the photos on social media accounts. The young woman apparently did not realize his behavior can be bad for him. The mysterious man was about to abduct him at the end of this story. The meaning of the message to be conveyed by this third story is a very clever woman should keep herself. Photo is personal consumption which would have saved herself. Show off face is one of many women in social media . But it seems only event exclusively for popularity on social

media such as adding many followers and also like that a lot.

3.1.4 The Overall Meaning of the Advertising Message

To find the overall meaning of the advertsising message, first we have to analyze the denonative and connotative meanig. The denotative and conotative meaning of the Telkomsel advertisement are explained in the table 1:

Table 1: Visual Analysis.

Sequence	Denotative Meaning	Conotative Meaning
1	The woman is beside her hand phone	Indicates she is waiting a call or a message from someone.
2	She hang up her hand phone	Indicates she will have a conversation with someone.
3	There was an unknown person in charge of the woman's phone number	Keep his/her identity secret to be a mystery

After deciding on a creative strategy of the advertisement, then it can be concluded that the meaning resulting from all these advertising. Since Telkomsel has positioned itself as the only brand provider to campaign for the awareness of social media users, this is creative strategy that they use to positioning themselves in the minds of consumers. Basically showing off is the nature habit of human beings as social beings who want to stand out from the other. Because, active in social media it is the way to show her/hisself. But the societies and social media followers character are unlimited, so we can unknowingly offend and hurt other people's feelings. This is what can lead to social inequality in society so the for the occurrence of a crime can occur at any time it is become a reasons why social media users must be aware anytime. The overall meaning of the story that can be drawn from this advertising is a self harm.

3.2 The Perceptions of Social Media Users to Telkomsel Advertisement

Effective advertising messages will meet the wishes of advertisers and the target audience will, then give a proper response to match the expectations of

advertisers. In the advertisement, the content of the message is an important thing to be delivered to the target audience so the advertisement must have an unique message different with others competitors. Analysis of advertising effects using six types of communication goals is perception (see/ hear), emotion (feeling), cognition (understanding), associations (connected), persuasion (trust) and behavioral (acting). The results of studies involving 50 respondents by using questionnaire obtained the following results.

3.3 Respondents Data

Respondents consisted of 29 women and 21 men. Their average age is 17-18 years: 1 people, 19-20 years: 5 people, and 21-22 years: 44 people. Range respondent income per month amounted to 500,000,- up to 3.000.000,-. all respondents expressed an active and often access the social media.

3.4 Research Data

3.4.1 Aspects of Perception (See/Hear)

50 respondents have viewed and watch the ad Telkomsel Loop and fill out a questionnaire study. A total of 46 respondents (92%) understand the messages conveyed by this advertisement. This proves that the perception of the audience after seeing this advertisement understand the messages conveyed by advertisements Telkomsel Loop. When the message is understandable then consumers will react and be interested. The result is awareness of the advertisement or brand, which fit into memory at least until the point where the consumer knew (Moriarty et al., 2011).

3.4.2 Aspects of Affective

50 respondents have viewed and watch the advertisementand fill out a questionnaire study. A total of 32 responded (64%) felt that they had done indefinitely sharing on social media after seeing this advertisement. That means the majority of respondents feel that he ever done anything like that in the story line advertising. Telkomsel can touch the emotions of respondents who watch it directly and be aware of bad behavior in social media. strong emotional response is not only because it affects the perception, but also determine whether an unconscious reaction to the consumer becomes aware of or do not know him in influencing memory (Moriarty et al., 2011). It is proved Telkomsel

advertisement influence affective responses audience.

3.4.3 Aspects of Cognition

As many as 49 respondents (98%) understand the limited use of social media after see these advertisements. It proved Telkomsel advertisement can get the audience cognition because after seeing this advertisement, the audience finally understand the limitations on use of social media and become wise of using social media.

3.4.4 Aspects of Association

48 respondents (96%) found this advertisement reflects the behavior of today's youth in the use of social media is limitless. Association is a communication technique through symbolism. So Telkomsel represents the advertising through digital campaigns in accordance with the social media phenomenon that was popular to capture the audience's attention.

3.4.5 Aspect of Persuasion

As many 47 respondents (94%) believe that the sharing behavior without limit in social media can be so bad that they increase their vigilance in the use of social media after seeing this advertisement. This proves the persuasion this advertisement is woks effective because of the audience choose to increase vigilance in using social media.

3.4.6 Aspects of Behavioral

Action is not just buying a product after seeing the advertisement, the consumer's response is not immediate. A total of 34 respondents (68%) stated Telkomsel users will maintain loyalty to the brand after seeing this advertisement. In the other side the action comes from customers who responded that they would maintain brand loyalty to Telkomsel brand.

4 CONCLUSIONS

After going through the stages of analysis, it can be concluded that Telkomsel advertisement using the message in the advertisement as an advertising creative strategy. The meanings resulting from the analysis of connotation meaning, through semiotics approach found that visualization of this advertisement is advertiser strategy to increase

social media user awareness to cybercrime and also increase consumer's loyalty of Telkomsel. Telkomsel advertisement is affected consumer perception on comprehension after viewing the advertisement, through their cognitive, affective and behavioral aspect. The advertisement can influence the audience to raise the awareness of using social media and most of the Telkomsel customers will keep their loyalty after seeing this advertisement. This research can become a contribution of thought to the development of further research in the field of advertising.

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