

CREATIVITY AND IMPACT OF ADVERTISING ELECTRONIC LED BILLBOARDS IN JAKARTA

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ABSTRACT

The creativity and the impact of advertising electronic LED billboards in Jakarta was an approach to see, to know and to understand in a deeper way. Creativity decisions affect all advertising, art, and knowledge combined with the phrase creative strategy. Creative advertising ideas must be original, unique, different, new, unexpected and right on target. The approach used was qualitative research methods, including data collection in the form of literature review, interviews with the actors and the surrounding communities, as well as documenting the billboard directly outside the media was located. The results of this research are the analysis report the creativity and impact of LED electronic billboard advertising effectiveness, is expected to produce a more detailed picture. So that students and practitioners can use the visual communication design, process, and maximize the advertising rules in designing a design to reach the stage of design creativity and better application.

Keywords: *advertising, creativity and impact, electronic LED billboards*

INTRODUCTION

Outdoor media is one form of advertising media that are large. It is located in an open location such as on the street, in the center of the crowd, or other special places. The appeal of outdoor media is expected to attract the attention of consumers on an ongoing basis as these media are in direct contact with the everyday consumer activities. Thus mounting a vigorous will make consumers indirectly read and continue to remember the name and brand messaging products and services. Therefore, media outside space needs to be created so creative and exciting, giving rise to the allure.

There are many forms of advertisement, such as public transport bus bodies in the dressing with ads, clown standing at traffic light distributing flyers discounts on automotive products and offers culinary discounts. Any forms of promotion that we have seen, heard, felt, or enjoyed by the public outside the private room can be categorized as a billboard. Based on the insight and understanding of the government and then dividing the billboard into several types. These types of the billboard are advertisement board or electronic billboards like Megatron, Videotron, LED, then billboards fabrics, billboards attached or stickers, billboards air, billboards voice, advertisement leaflets, billboards walking or mobile, advertisement film or slide, advertisement billboard display and various types of other undefined. Diverse categories of advertisement can be done by the owner of the products and services on behalf of the owner, or a third-party advertisement agency would advertise its products. But whatever form and way to advertise each advertisement must be obedient and subject to regulation by the local government holding billboard. (Yunanto, 2013).

Along with advances in technology, now available billboards media types that can be used. In addition to conventional static billboards, currently emerging use of electronic billboards / digital. This

media is widely used, especially for outdoor space, usually using LED technology (Light Emitting Diode). LED media advantages compared to other electronic technologies such as plasma or LCD technology is sharper and brighter color, so that the image is clear though is placed outdoors and in the sun. While at night, the brightness of the light can be dimmed, thus reducing glare at hearings passing. In this era of global, competition is an issue for any company to survive in introducing the brand and its products. Bringing a strong brand value as reflection the identity of the product that guarantees, confidence, and hope the quality of product itself. Brand managed and developed with the right marketing strategy is expected to raise profits for the company. This marketing strategy is the promotion of one of them driven to collect and transfer the information to be conveyed to the public.

According to Alina Wheeler (2009), the effectiveness of a brand or a brand is a communication strategy prepared and designed so as to provide stimulus to the audience to perform certain actions in accordance with the objectives to be achieved. Good communication strategy can build a creative partner among clients as advertisers and designers representing the agency as a designer of communication messages that will be launched. This statement can be seen in Figure 1.



Figure 1 Chart of Goals Effectiveness of the Brand Strategy
(Source: Wheeler, 2006)

Based on the background of the above problems, it is known that the outdoor media, especially electronic LED billboards is a technology-based media and has a character that different from the conventional static billboards. Therefore, electronic LED billboards require a processing as well as high creativity in making a communication message, both commercially and non-commercially. Moreover, the Jakarta Provincial Government will exempt from conventional billboards and slowly will shift gradually to the electronic billboard. So the creators of advertising and partners, faced with challenges that require creativity is high so that the message will be delivered a positive impact, not only profit financially but also can creatively provide information and communication messages in a unique, memorable, easy to remember and of course educating.

So the formulation of the problem is how far the level of creativity and the impact of a message both verbal and visual communication in the electronic LED billboards media in Jakarta. Through basic research problems, then research the question can be formulated how the creativity and appeal of outdoor media advertising space, especially electronic LED billboards affect the effectiveness of an advertising message. Based on the formulation of the problem, the objectives are to analyze the influence of the creativity and appeal of outdoor advertising media, especially electronic billboard space / digital to impact the effectiveness of an advertising message.

The benefits of this research are (1) Research is expected to provide benefits to its readers, whether students or academics, practitioners or observers advertising. The theoretical benefit of information and enrichment and the development of the repertoire of knowledge, especially subjects Advertising and Visual Communication Design (DKV) in general. (2) The practical usefulness is as a guide or recommendation for the perpetrators of creative in making the design of visual communication messages through outdoor media, especially electronic LED billboards. (3) Common Purpose is dedicated to the study of advertising media observer outside space as an enrichment of knowledge and discourse of advertising knowledge with the practical, theoretical approach.

The scope of this research project is about the problems of creativity and impact billboards electronic LED billboards in Jakarta. Of course advertising design issues in the media should be designed properly so that will have a positive impact on the result, commercial and non-commercial messages that lead to profit as well as goals to be achieved.

METHODS

This research uses qualitative research, where researchers are a key instrument as well as to examine the condition of natural objects. Qualitative research is the approach taken in reasonable circumstances (natural setting) and will generate data descriptive research objects that can be observed (Moleong, 2006). This research data collection uses observation by taking some visual documentation of objects from the ground. Then also using collecting data in the form of photographs, articles, literature from a variety of sources, such as magazines, academic journals, and the internet. The interactive model of data analysis techniques is used which involves three components, namely data collection, data reduction, and the presentation of the data. Using qualitative research method that produces descriptive data in the form of manuscripts written or spoken about the character, circumstances, symptoms, of something that can be observed, and aiming to obtain accurate data simplifying the analysis process.

RESULTS AND DISCUSSIONS

When viewed from the etymology, advertisements and billboards have similar meanings. An ad from the word *i'lan* in Arabic means the announcement. While the term of advertising, it comes from *advertere* in Latin language means someone's attention to something. Advertisement comes from the word of *re-clamare* in Latin language, *re* means repeating and *clamare* means the call. Then the second term associated with this advertising media equivalent implies that for the activities of the delivery of information to the public or target audience. Meanwhile, according to the dictionary term advertising is paid for and delivered the message through the means of media, such as press, radio, television, cinema, billboards that aimed at persuading consumers to commit the act of buying or changing behavior (Nuradi, 1996).

Advertising and billboards have similarities in meaning, but it is different in use term. Many experts already put forward the theory about billboard, one of them is Berkhoueras cited in Winardi (1992) that defines that the advertisement is any statement that consciously directed to the public in any forms. It is performed by actor's commerce that directed toward the target to increase the benefits of goods and services that will be obtained by the parties concerned in commercial traffic. So the billboard is the message of a medium used by the manufacturer with behavioral expectations and consumer confidence can be directed in accordance with what the purpose of the message. In the general form of advertisement can be classified into two types; they are commercial billboards and non-commercial billboards. The commercial billboards are created to offer goods and services. Commercial advertisement types are widely used by manufacturers or businessmen in increasing profit. While non-commercial billboards or social are made to encourage, urge or persuade an audience to act in accordance with the desired message. This type of billboard aims to gain more a moral or form of consciousness.

The creative aspect of advertising is the design and creation of a marketing communication message that triggers consumers' respond. These creative aspects of advertising penetrate and leaves a positive impression in the minds of consumers. Advertising is a form of communication that is

complex and operates to pursue the goal of using strategies to influence thoughts, feelings and actions of consumers (Moriarty, 2011). According to Sutisna (2003), marketing communications is an attempt to convey the message to the public, especially consumers about the existence of a product or service in the market. In the marketing communication process itself consists of; (1) Source, marketing communication models include the sender or named sources. (2) Encoding, if the communication is in the form of media messages to be sent to the recipient. (3) Transmission, the process of delivering a message through the media in delivering the message. (4) Decoding, process and interpret the response received messages.

Action, the latter process, is the feedback on the message sent. Advertisers evaluate whether the message delivered in line with expectations, it means getting a positive response and the actions of consumers or otherwise the message is not to be effective. Broadly speaking, the communication process can be explained in Figure 2.

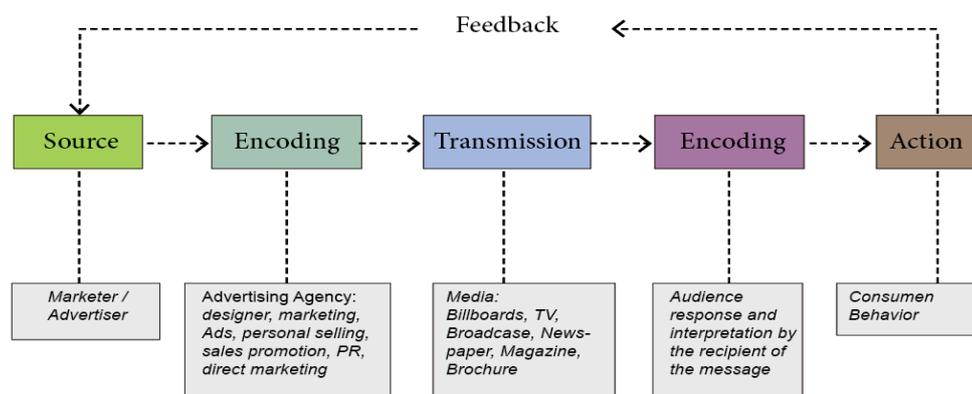


Figure 2 Consumer Behavior and Marketing Communications
(Source: Sutisna, 2003)

Description of the implementation of advertising can be referred to the four components, namely strategy, creative ideas, creative execution and media planning and buying. The four components are a fundamental concept that is used by professionals to analyze the effectiveness of an advertisement. First, advertising strategy is the thinking and planning of advertising to meet certain goals, carefully directing ads to the audience, creating a message that is relevant to the needs of audiences, and display them on the most appropriate media so it can reach the audience effectively. Then creative idea or creative concept is the central idea of ads that will attract the attention of consumers and will always be remembered. Creative words describe important aspects to move the whole concept of advertising. Strategic planning requires imaginative problem solving. While in the implementation of creative, the effective advertising also needs to be executed well. In planning and purchase of media, each message must be conveyed in an appropriate manner using media that can reach a wide audience, such as television, magazines, the internet or outdoor media. The way of delivering a message is how and where the message delivered that comes from the strategy, while the way to say it is the result of creativity and execution. Strategy of creative ideas and execution as well as the media used will determine the effectiveness of an ad.

Advertisers need to introduce a new product, build awareness and raise the profile of the product. Then the advertising also can convey information that can be used by the consumer to decide the choice of products. Besides that, the ads are useful to remind consumers on products and services, and it is ultimately as ambassador of a persuasive message about a brand and can create a positive impression of the product.

The rapid advancement and the challenges of information and communication technologies make easier for designers to produce advertisements that are more creative, innovative, attractive and persuasive. With persuasive language, one of the purposes of advertising expected to be achieved in persuading and encouraging people to act. Persuasive is the main purpose of the ad-makers to stimulate the desire to buy, possess, or perform an action of the target audience. The use of digital technology is now very important role especially in the world of visual communication design aspects. Printing technology and digital wide-screen technology are already very high that can be a very significant influence to replace conventional media like massive and passive billboards. While the electronic LED billboards allow making the promo media move and it can display more than one product and mixed messages in the media location point. Electronic media, such as the internet or wireless communication, has changed the map of the media and create forms of communication into a closer, interactive and personalized. Figure 3 shows the position of the designer in the communication process in making advertisements.

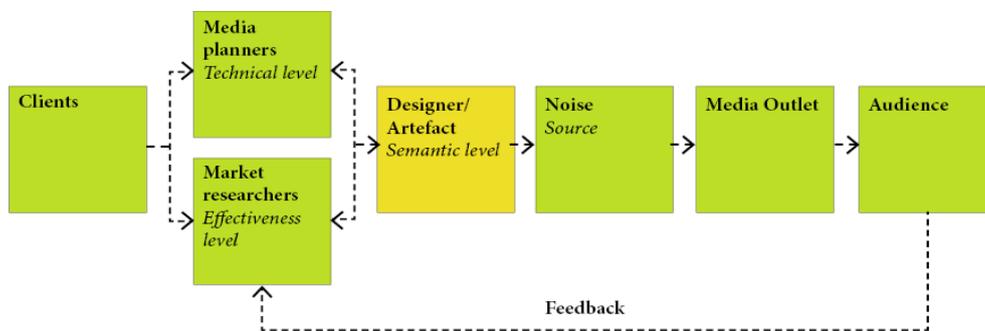


Figure 3 The Position of the Designer in the Communication Process

Creativity in the design of electronic LED billboards is a demand that must be met, either from site selection strategy, size, color determination, selection typeface, or the verbal and visual content of the message to be conveyed. Until the composition design and storyboard layout of the ad itself must be built from scratch, so that it contacts both directions. The target audiences are generally the mobile consumer. This type of people is people who are in their teens and adults who attend school while working. At that age, they tend to be much in the way than sitting in front of the television screen. Billboards consider as a media bridge between advertisers and consumers so that the advertisers should be able to build a personality in both directions and system. Therefore, it can be underlined that the billboards are not yet fully capable of running its effectiveness as a conduit of information media both commercial and non-commercial. For example, less effectiveness of this media can be seen from the use of excessive verbal messages, and it makes difficult to understand. The role and function of the billboard are influential enough to encourage consumers who are at the level of the mobile so that they can enjoy the advertising that has unique and different form.

The creative advertising is a step forward in the evolution of advertising by advertisers to encourage the agency to follow the development. This is where creativity can be realized. The unique ad is an ad that able to bring new ideas to generate "buzz" so that people will talk about it (Moriarty, 2011). While the effective advertising is advertising that successfully delivers the message as desired by advertisers and consumers respond. An ad must effectively communicate the message that motivates consumers to respond.

As we know, the impact of advertising strategies affects different responses. Sometimes the emphasis is more on emotion or image creation rather than facts and data. Advertising can have an impact on the response, and it can influence consumer behavior. According to Jefkins (1995),

advertising is a medium of information that created in such a way to attract audiences, original. Advertising has certain characteristics and persuasive so that consumers or audiences have a clear purpose. Besides that, the ad is made for the effect to influence the person in reading or viewing the message communication. The effective advertising messages will meet what advertisers want. The point of the ad is easy to remember. The stronger the emotional link, the more it will allow us to notice and remember the message. Even informative messages can be more memorable if given an emotional touch. Latest ideas about how the ad states that effective advertising can help consumers to remember their best moments when dealing with the brand. So the ad contains emotional element as well as a brand experience that includes feelings and thoughts that willingly compelled to do things by the desired action of advertisers (Moriarty, 2011). Planning and control of advertising that is both highly dependent on the size of the advertising effectiveness can be measured by (1) The impact of an advertising communication, the potential effect on consciousness (awareness), knowledge, and preferences. (2) The impact on sales, this measure is more difficult to measure because sales are influenced by many factors other than advertising, such as product display, pricing, availability, and actions of competitors.

Outdoor media can be defined as an advertising medium that installed in open places. The types of outdoor media include billboards, posters, banners, bus panels, walls of buildings, pedestrian bridges, giant balloons, and others. Outdoor media is all the ads that reach consumers when they are activities outside the home. Outdoor media advertising space is considered give more impact because it is very effective and efficient in communicating advertising messages in a pluralistic society. It is not limited to gender and social strata, all of the people can be a target in this outdoor media advertising. Besides, the advertising media outside space has a duration air repeated and relatively long, resistant to weather changes such as rain and heat. This characteristic is not shared by other media. Media outside space should be innovative and aesthetically easy to remember. Therefore, it takes a high attraction so that the message conveyed to have an impact. So it can be concluded that the media outside space is very important as a form of marketing communication, especially when it can attract the attention of the audience. Through media advertising creative outdoor space, it is expected to drive attractive advertising and effectiveness, and also can raise people's top of mind brand of products or services.

Creativity is defined as an idea expressed as something unique, different or new, meaningful and something that is relevant and related to the concept in question. The creative advertising is the advertising that is unexpected, astonishing and original advertising. According to Kasali (1995), the meaningful and creative ads can affect emotions. Ads must be curious that foster interest. Advertising creativity is very important in an advertising message, some previous studies stating that the ad creative gives a positive influence on the effectiveness of the ad and attitude toward the brand. The effectiveness of advertising can be seen from the introduction of the brand recognition, advertising in mind, as well as advertising messages easily understood. The higher brand recognition will be more easily remembered and understood so that the ads will be more effective in delivering its objectives.

"Advertising is one of the tools of visual communication in urban environments by using signs or signage. Installation of billboards in addition to the building is also in open space. Installation of billboards in various locations carried out by various parties with the aim of promoting something. A city with spaces and all the visual appearance is also a vehicle if the hearts and minds that require design expertise and creativity, so the theories of aesthetics can be applied to produce a good visual impression". (Sunarimahingsih, 2013).

Advertising creative is considered the original, genuine, not imitate, advertisements astounding, unpredictable, unexpected, meaningful and can affect emotions. According to Kasali (1995), there are five elements of advertising creativity that must be met, namely; (1) Caution or attention that must appeal to the target audience. (2) The interests that the ad should be able to make people become interested and raise curiosity. (3) Needs (desire) that advertising must move the desire

of people to own or use the advertised product, (4) trust or conviction that advertising creates a feeling of trust with prospective buyers, (5) Action that advertising must be persuaded to act in the purchase or change of attitude.

The Figure 4, 5, and 6 show the depiction of the giant LED in Mall Taman Anggrek, Jakarta. Digital LED display creativity has been demonstrated by the presence of a giant digital LED screen at Mall Taman Anggrek that can align the city with major cities of the world. This is a unique giant screen wraps facade or exterior building located in West Jakarta, and it is the largest in the world. Guinness World Records has recorded it as "The World Largest Illuminated LED Facade". LED facade with an area that extends 8.675,3 m² follow the curve of the building with 353.4 meters long and 25 meters high. LED giant screen consists of a series of modules 28,152 LED lights if align its length will reach 70.38 kilometers. Such as a television or computer screen, the giant screen also can display moving images audio video animations. There are two parts of this digital LED screen which have high resolution measuring 42.5 mm x 42.5 mm pixel pitch; the screen started to operate from 6 am to 12 pm. In this screen image can be enjoyed with a clear video. While the low-resolution screen with a size of 166 mm x 166 mm pixel pitch operates at 6 pm to 12 pm. The figure 4 explains the configuration LED screen with high resolution and lower resolution.

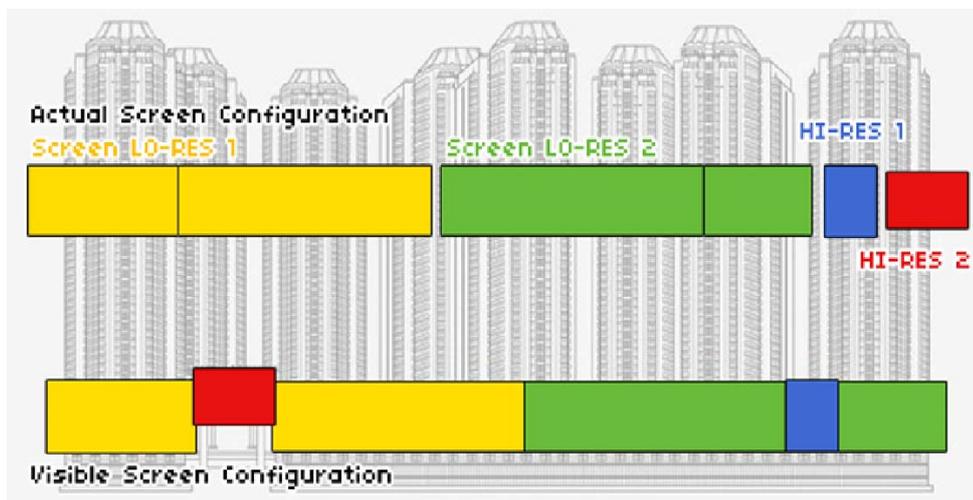


Figure 4 Configuration Screen LED, the Giant Facade, Mall Taman Anggrek
(Source: www.digitalprintingindonesia.com)



Figure 5 Screen Giant LED Façade
Mall Taman Anggrek at Noon
(Source: Suprayitno)



Figure 6 Screen Giant LED Façade
Mall Taman Anggrek at Night
(Source: www.lighttalk.via-verlag.com)

The purpose of building digital LED facade in Mall Taman Anggrek is to add value and uniqueness that is different from other large buildings in Jakarta. Obviously, this is not just a regular

renovations that give a modern touch to the building Mall Taman Anggrek. In concept, the LED facade can be alternative media campaign of outside space for a variety of products and brands that are very effective, attractive and entertaining. Advertising media outside space or Out-Of-Home (OOH) includes a billboard and a hot air balloon. The main feature of outside space advertising is situational. This media can be directed specifically to the specific message at a time that most convenient and attractive to the audience. Because of the consumers only have a little time to be able to see the billboard. Hence, the visual message should be short and should have a strong allure. Generally, there are no more than 8 to 10 words (Moriarty, 2011).

Model construction sectional digital LED billboards in pairs at some points is a strategic location that generally have different characteristics based on the location and condition. This kind of billboard is usually following the construction of buildings and blends or attached to the wall of the building. Besides that, LED billboard is usually mounted independently in the main street. Some examples of cross-sections, among others: (1) Installed at the top of the building such as substations Police Station, (2) stand with independent construction with one or two poles, (3) billboards attached to the body of the building, and (4) billboards integrated as an element of the building. The installation of the LED billboard can be seen in Figure 7.

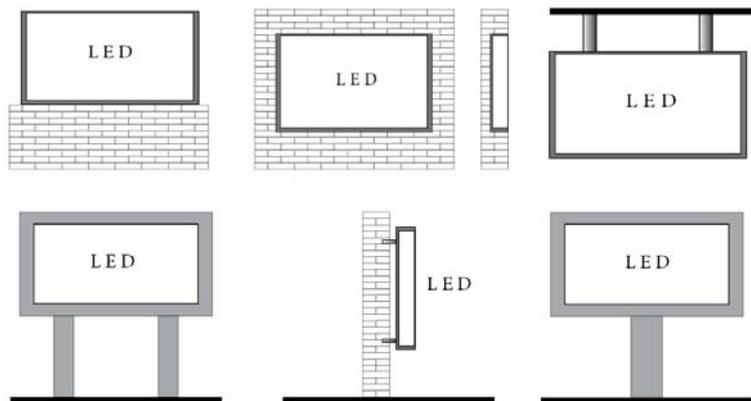


Figure 7 Example of Cross-sectional Model of the Electronic Billboards or Digital LED

From the results of monitoring and observation show that almost in its entirety, LED billboards ad impressions are quite a generic version of a derivative that aired on Television Commercial (TVC). Only some types of ads that have been specially designed version of the LED billboards advertisement, such as social advertising of the Provincial Government of Jakarta and self-advertisement that advertise products or services vendor for installation of LED billboards. Some ads are still using TVC derivatives, such as cigarette, automotive, gadget and cellular, and several other categories of advertising. The using of TVC derivatives is making it less attractive and less effective. Due to the audience, they become accustomed and often see the commercials on television, as a concept and the look are not too much different. This will certainly create the boring impression and message for the audience. Obviously, there are some advertisements that use a different approach with a hope that it can generate positive and better effects. Figure 8 shows the example of the installation location of LED billboards.



Figure 8 Example Location LED Atrium Senen (right) and LED Citos Jakarta (left)
(Source: Suprayitno)

The most important characteristic in an ad is having the clear purpose because it is made for effect and influencing the person who is reading or viewing the message. Effective advertising messages will meet what advertisers want and the point of that will be easy to remember. The stronger the emotional link, it will be the more likely to notice and remember the message. Even informative messages can be more memorable if given an emotional touch. Figure 9 shows that the example of advertising with impression storyboard.



Figure 9 The Examples of Advertising with Impressions Story board, Djarum 76

The LED billboard advertisement has the time slot itself. Figure 10 shows the model cycle of daily slot of electronic billboard.

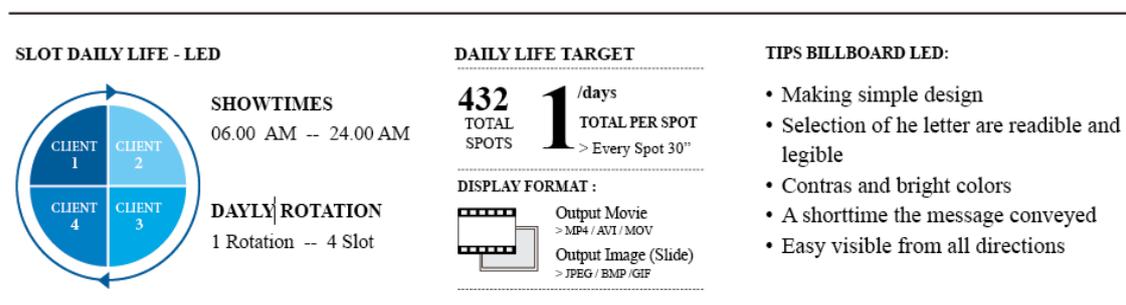


Figure 10 The Model Cycle of Daily Slot Electronic Billboards

Until now, LED billboard market conditions in Indonesia are still in early stages of growth. In order to a stronger penetration, market education should be intensified further. The vendor can rule out competition. They must be able to convince advertisers that the LED billboards are more expensive not because of the technology, but because it gives higher impression than a conventional billboard. The main focus is how to change the view of the LED billboard advertising together with TVC. Although both of them contain elements of visual, the emphasis of the creative billboard is actually the repetition of the message. It is different with TVC which still contains elements of storytelling because of its nature as audio-visual media. In some strategic locations, LED billboards start to displace the position of conventional billboard and it synergizes with the building of police station or traffic monitoring post. Thus, LEDs can be synergized with the location of public facilities better and wiser. The businesses demand more creative advertising in outside space, following the policy of the Provincial Government of Jakarta to optimize the use of LEDs. Chairman of the Indonesian Association of Advertising Companies (P3I), Harris Thajeb, says the outdoor media practitioners should promote creativity rather than simply placing an ad on a strategic location. They should start to form a special creative team (kabar bisnis, 2013).

CONCLUSIONS

Electronic billboards or digital LED in Jakarta especially in outside space is trend media now. It becomes the reason for the ban on the use of conventional static billboards media starts to echo in 2013. Therefore, the types of ad impressions display on the LED screen in general still use the material or design derived from advertising TVC advertising. Because of the differences in the character of the media, the good design agency or agencies begin to think about the character of media outside space that has a better and different approach. It takes high creative thinking to make many television commercials that aired moved away from TVC down to the LED. Media advertising creativity outside space needs a special approach with a shorter duration than the TVC, and it requires to be brief and concise but does not reduce the value of the message that will be delivered. It remains to be creative, communicative, entertain and educate. There is a moral responsibility among creative people other than the pursuit of financial gain because people are still entitled to receive broadcasts compelling ads, entertain, and educate the public at large.

The findings of the data problems in this and previous studies could also be a reference or feedback in order to continue similar research on the topic of media outside space. Creativity rules must still be applied to any media, not to mention outside space billboards media. Creativity designer does not have to be strictly limited, simply by providing corridors that still gives space to remain creative with creative.

In the future, there is a role and a more tangible support from the local government to be able to accommodate the needs, and ease of regulation support the level of creativity in designing advertisements, especially LED billboards media. Training and seminars related to the topic of media outside space should be more organized in cooperation with academics, experts in the media and expert creative to formulate how to create communication through the medium of electronic billboards in a wise and sage. Besides that, it can still make a profit not only financially but also a good image.

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