

CHAPTER I

INTRODUCTION

1.1 Research Background

In this digital era, companies are not only able to sell, but they also need to play a role as communicators and promoters in the current era of globalization. Information media has developed very rapidly and can be used so that the delivery of messages in the form of feedback from consumers can be conveyed effectively. Responses, both in the form of opinions and suggestions from consumers, are important in marketing to create effective messages. (Johar, 2015: 1-2) in (Putri Ayuning, 2017: 1). In this regard, the company needs to create an effective marketing communication strategy in implementing it, which aims to introduce the advantages of a product to consumers so that the product can become the attention of consumers. Marketing communication is an important aspect of the overall marketing mission and determines the success of marketing (Shimp, 2003, p.4). The purpose of marketing communication can be defined as a communication activity carried out to achieve marketing goals (Soemanegara, 2006, p.3). Marketing communication has several means. These means are face-to-face sales, public relations, seminars, and more (Brannan, 2001, p. 42).

In marketing communication, there is an important element in it, one of which is advertising. According to Sandra Moriarty, Nancy Mitchell, and William Wells (Moriarty et al, 2015: 240) in the Sylvie Nurfebiaraning's journal with the article title STRATEGI KREATIF PESAN VIDEO IKLAN "OREO Penuh Keajaiban" on YouTube states that "Effective advertising is both an art in its creativity and science in its strategy". Ads must be creative, that is, original, different, new and unexpected. The advertisement must also be strategic, that is, by the advertised product or service, the target audience, and meets the objectives of the advertisement. Effective advertising is said to be

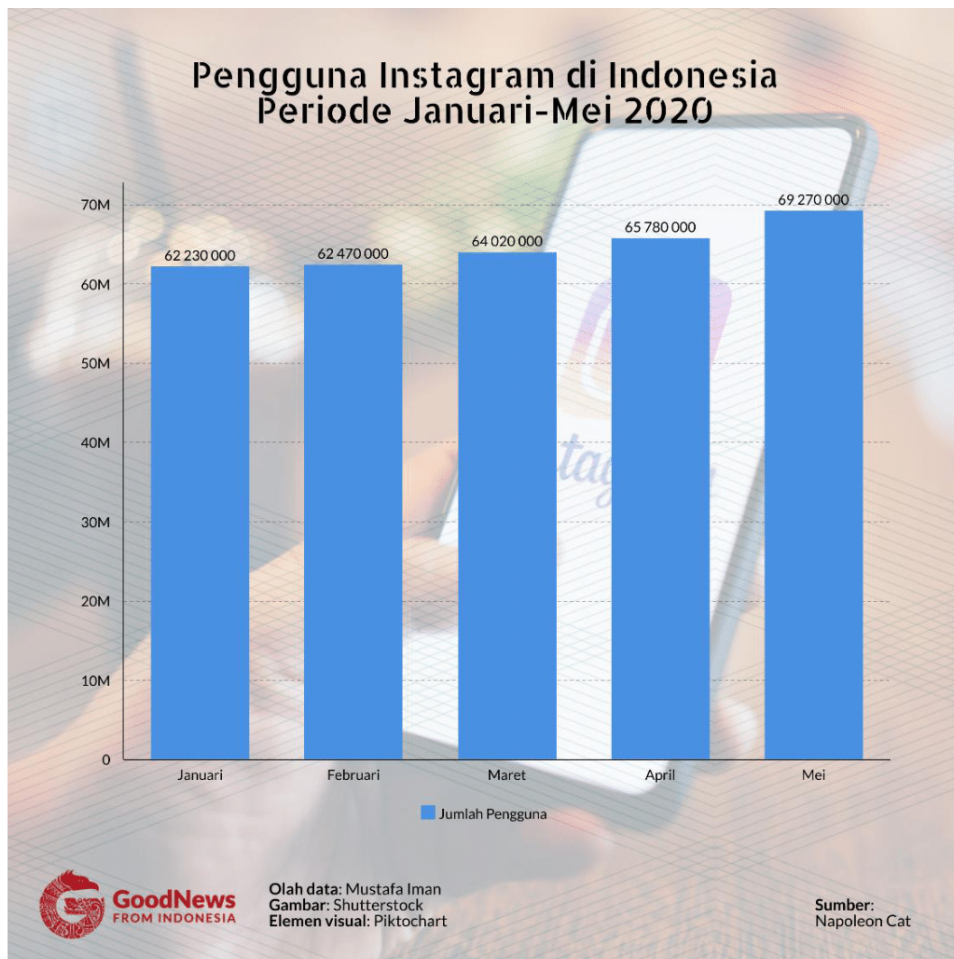
successful because the right advertising message is conveyed through the right advertising media to the target audience at the right time. Based on the book *Advertising & IMC, Principle & Practice*, an effective ad is relevant, and original and has impact – which is referred to as ROI of creativity. Ideas have to be relevant and mean something to the target audience. Original means one of a kind-an advertising idea is creative when it is novel, fresh, unexpected, and unusual. Because it is novel, it is surprising and get your attention. To be effective, the idea also must have impact, which means it makes an impression on the audience. (Moriarty et al, 2015:259).

Effective advertising is said to be successful because the right advertising message is conveyed through the right advertising media to the target audience at the right time. Advertising media that plays an important role in creating effective advertising. With the development of communication technology and media in the digital era, advertisers are making new media-social media, one of which is by using Instagram advertising as a creative alternative media in digital advertising. Unlike conventional advertising such as using brochures, billboards, banners, and others, some of the advantages of using digital advertising such as online advertising, in this case Instagram advertisement, are costs to be flexible, target audience can be determined, and can be measured. Creating an advertisement requires a creative message strategy in order to get maximum results. The idea behind a creative strategy is that there are several different ways to convey a message. Creative strategies used in effective advertising can be seen through The Facets Model of Effects (Wells et al, 2007: 384) are perception, cognitive, affective, persuasion, transformation, and behavior.

Until now, advertising is still considered the most effective and powerful way to inform a product or company brand. In general, information has been provided through brochures, billboards, banners, MMT on request, product packaging, and also through plastic purchases. By advertising, companies can convey their messages to potential customers so that potential

consumers can find out what messages are conveyed, such as what products are offered, what kind, in what form, and others. Although there is no certainty that potential consumers will immediately buy the product, advertising can also help effective marketing in establishing communication between companies and consumers (Eka and Saliman, 2001) in (Handoko, 2006: 2).

The public tends to pay more attention to advertisements that are different from other advertisements, if the advertisement is the same as the competitors, the potential customers will not even want to waste their time looking, reading, or observing at all. Advertising can be called successful if consumer advertising can capture the contents of the advertising message. Therefore, the creativity of ideas is highly tested in making advertisements so that they can be seen by many potential consumers. By delivering creatively without even the audience realizing that this is an advertisement, the audience will automatically pay attention to the ad and influence their thoughts. Creativity in advertising is a very important component and this is also expressed in a previous study that researched the relationship between creative advertising and advertising effectiveness. (Shapiro and Krishnan 2001; Till and Baack 2005) in (Handoko, 2006: 6).



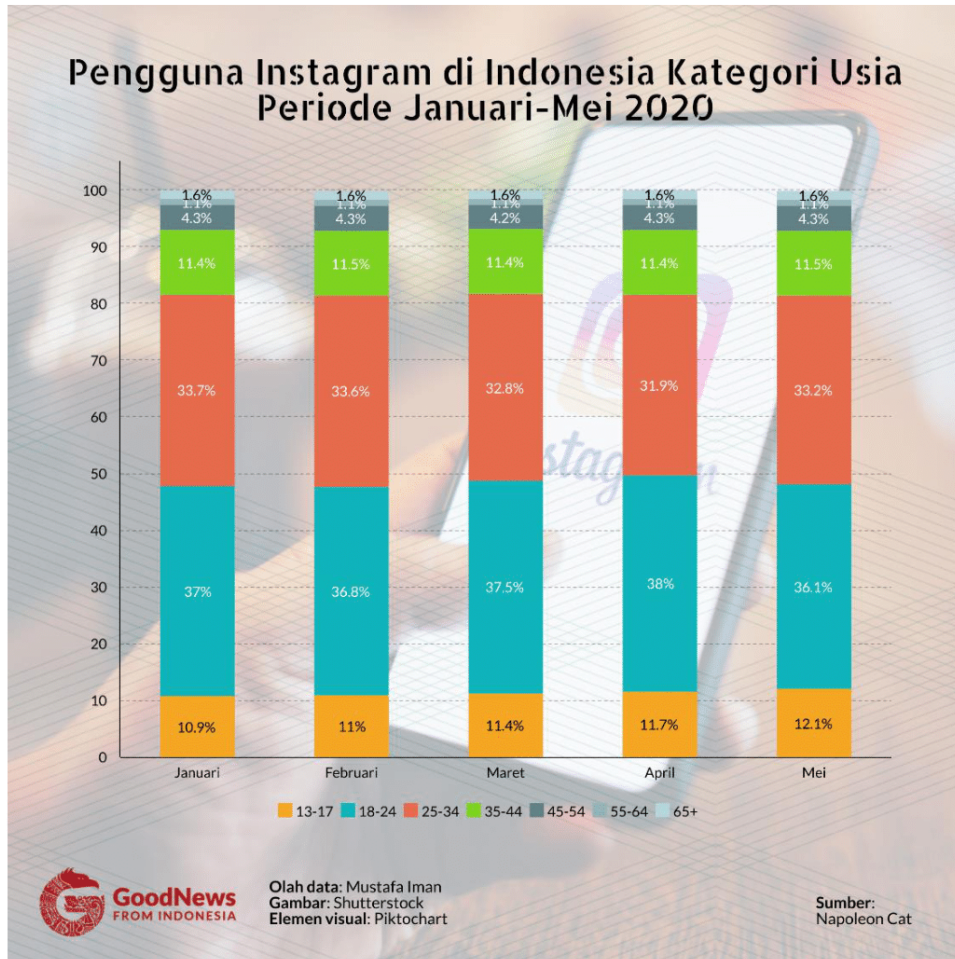
Picture 1.1 Indonesian Instagram Users for the January-May 2020 Period

Source: Napoleon Cat

(accessed on 4 October 2020 at 12:10 WIB)

According to Picture 1.1, in this digital era, during Covid-19, Instagram becomes one of the booming social media which used as an advertising media. This skyrocketing Instagram users also cannot be separated from the Work From Home (WFH) policy carried out by the company. According to data from Napoleon Cat, it shows that, in January-May 2020, Instagram users in Indonesia reached 69,270,000 users. In January there were around 62,230,000 users, then

in February it increased to 62,470,000, then in March it increased again to reach 64,020,000. 1 month later data was obtained which showed an increase of 65,780,000, until finally in May it was closed with a note the last 69,270,000 users.



Picture 1.2 Instagram Users in Indonesia by Age January - May 2020 Period

Source: Napoleon Cat

(accessed on 4 October 2020 at 12:15 WIB)

As for Indonesian Instagram users are dominated by productive age groups. Based on the graph in Picture 1.2 above, it shows that at the age > 10-

<50 years it is 36.1% -38%, while the age <50-> 80 is 31.9% -33.7% in the January-May 2020 Period.



Picture 1.3 Instagram Users in Indonesia by Gender January-May 2020 Period

Source: Napoleon Cat

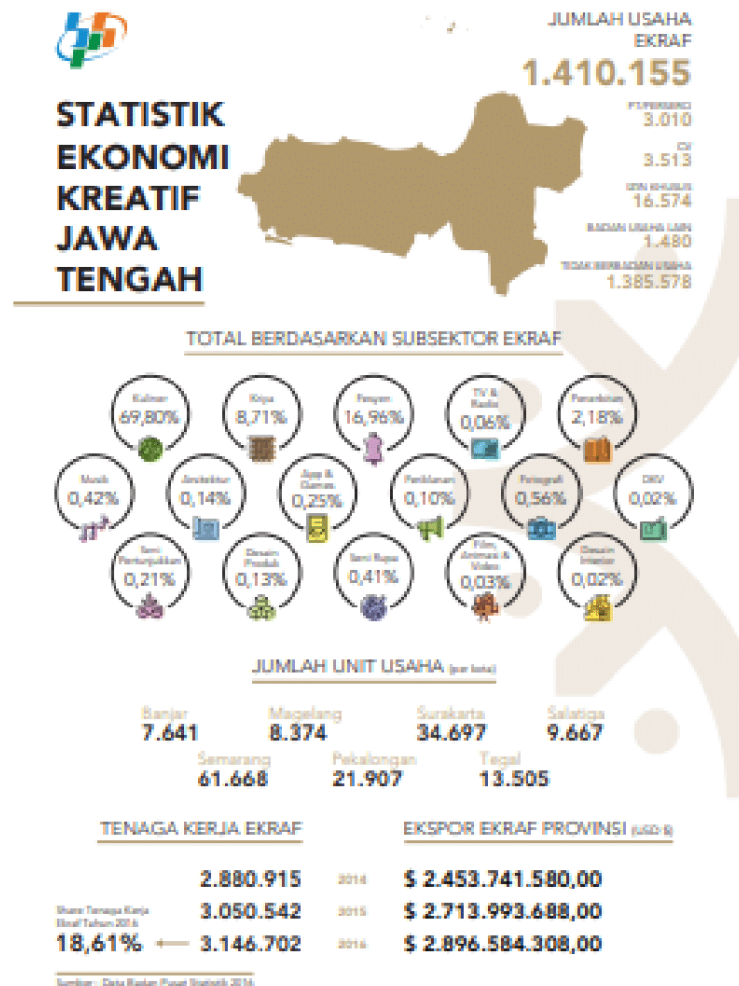
(accessed on 4 October 2020 at 12:20 WIB)

As for the graphic above in Picture 1.3 depicts female users who continue to dominate throughout January to May 2020. Meanwhile, in terms of age category, women also dominate the use of Instagram in Indonesia. This data shows that the target market that is being targeted by Airas Pastry, namely

women of productive age (22-57 years) using Instagram as a marketing especially advertising medium has been properly done.

While making an advertisement, it has various elements in it. Rossiter and Percy (1987, p. 209), revealed about the elements contained in advertisements that can affect one's emotions, namely “creatives have a wide range of stimuli or elements that they can include in addition to elicit various emotions. They can be drawn from any of six element types, heard word, music, seen word, picture, color, and movement”. Airas Pastry is more focusing on using the visual (video) element.

Meanwhile, In previous research which is similar to the title Effective Message Strategy in Social Media Advertising (Qualitative Descriptive Study of Instagram @steakaddict in Attracting Consumers), one of the results is that by using visual messages that are very influential to attract consumer attention, then paying attention to the message content must appear creatively, compose words, frame message content that can make consumers interested in reading. But there is a difference in the title in the main discussion, namely analyzing the effective message strategy not creative and using a qualitative descriptive Instagram @steakaddict and not @airaspstry.



Picture 1.4 Creative Economy Agency Data

Source: Data Badan Pusat Statistik 2016

(accessed on 4 October 2020 at 11:55 WIB)

For the data based on the Creative Economy Agency in Picture 1.4 that the culinary sector has the greatest role in dominating the market in Central Java Province by 69.80%. The selection of Semarang City is compared to the others based on a source from the Central Statistics Agency's data showing that

among all cities and regencies located in Central Java, Semarang has the highest number of business units, which is 61,668 business units. Also, the ecras sector, which dominates is culinary as much as 69.80% compared to other sectors.

One of the culinary sector businesses in Semarang is Airas Pastry. Starting from the founder, Hasti Irawati, who has a hobby of cooking and wants to distribute his cooking to the community by opening a business called Aira. Hasti Irawati is one of the winners of the IWPC (Women Preneur Community Incubator) and is also the head of the Semarang Branch of IWPC in the 2017-2018 period. Apart from being an entrepreneur, she is one of the public figures from Semarang in the business sector. She also coaching someone to be able to run their business through the auspices of IWPC itself as a mentor.

IWPC itself is a kind of incubator that is good for everyone who wants to scale up their business. Airas Pastry Founder, Hasti Irawati managed to get 1st place against other MSMEs from various fields and in the same field. It can be concluded directly that in this digital era, Airas Pastry has very good growth and has succeeded in entering the auspices of IWPC itself.

Also, she wants to be able to benefit the surrounding community at the same time by helping several women to improve their standard of living, by employing mostly female gender employees. In its development to date, in 2010 this brand started with the name Aira Pastry & Bakery and changed its name and concept (re-branding) to Aira's Pastry & Bakery and this year the brand decided to create a new concept that was wrapped briefly and makes people always remember it, namely with the name Airas Pastry.

Airas Pastry itself provides products, mostly pastries, such as bollen bananas, banana rolls, cheese sticks, corn cakes. But apart from selling pastries, there are also bakeries as supporting products such as marmer cakes, mandarin cakes, brownies, and proll tape. Airas Pastry itself is targeting its target market from various groups, namely, women with income aged 25-55 years, especially

those who like pastry and live in the city of Semarang. For now, Airas Pastry has a vision to become a souvenir icon, especially in the field of pastry originating from Semarang City with the mission to multiple outlets using an outlet-ing system and to work with communities and influencers (especially food influencers) to market product.

Airas Pastry always tries to build good relationships with consumers both offline and online (advertisements that are displayed in various media). Now the threat to Airas Pastry understands that the advertisements in this digital era circulating in the community have started to enter the saturation stage. People tend to start paying no attention to advertisements. Thus, there is a need for reform or new ideas in making advertisements so that people are interested in and get meaningful messages through these advertisements. Along with the development of technology, nowadays prospective consumers can easily find the location of our outlets or order directly online such as Whatsapp, Instagram Direct Message, GoFood, GrabFood. In addition to finding and ordering online, nowadays customers can easily provide reviews of our products or services that we provide through Google Reviews.

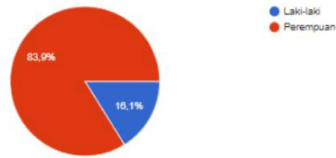
Changes in customer behavior like this, where customers are now not only passive customers who only communicate from the company to the customer, but have developed where customers start to participate in providing feedback on the products/services they use so that it makes consumers feel for spread how they feel about the product. One of the media that is actively used by Airas Pastry is Instagram. Through Instagram, Airas Pastry can create new marketing especially advertising strategies, namely by creating creative messages combined with Instagram Ads to communicate with customers.

In this digital era, Airas Pastry using Facebook, Google, and Instagram as the media promotion but focusing on Instagram by targeting its target market, namely, women who are in a productive age working and like food, especially pastry. For the target age of 22 years, Airas Pastry targets fresh graduates, while

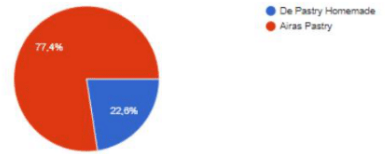
according to Government Regulation Number 45 of 2015 Article 15 concerning the Implementation of the Pension Security Program, namely PP Number 45, 2015 which reads Starting from January 1, 2019, Retirement Age as referred to in paragraph (1) to 57 (fifty-seven) years. By displaying an attractive design to the target market, Airas Pastry can achieve maximum results. Also, Airas Pastry uses an outlet-ing system in collaboration with one of the major brands in Semarang, namely Rumah Brownies Maylisa to facilitate creative content and messages to be conveyed to consumers.

Meanwhile, data from pre-research results regarding pastry outlets in Semarang that carry out promotions on Instagram shows as follows:

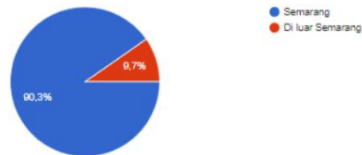
Jenis kelamin
31 tanggapan



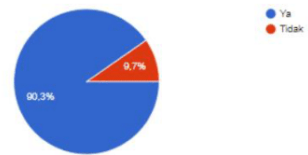
Jika anda menjawab "Ya", seingat anda iklan dengan brand apakah yang sering muncul di Instagram feeds anda?
31 tanggapan



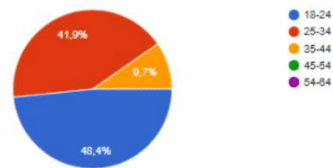
Domisili
31 tanggapan



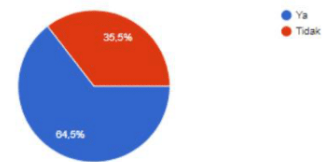
Apakah anda mengetahui tentang brand Airas Pastry sebelumnya?
31 tanggapan



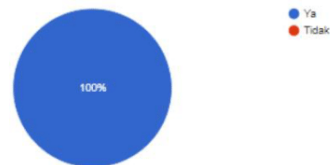
Uslia
31 tanggapan



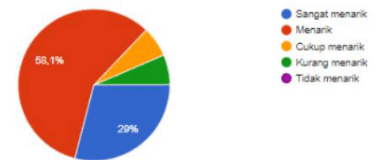
Apakah anda memfollow Instagram @airaspastry?
31 tanggapan



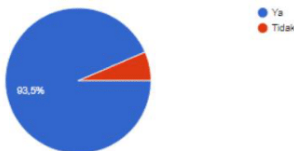
Apakah anda memiliki Instagram?
31 tanggapan



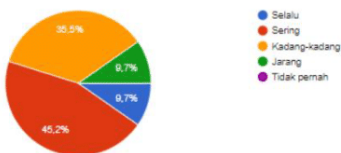
Bagaimana menurut anda tampilan dari feeds Airas Pastry?
31 tanggapan



Apakah anda sering melihat iklan pastry di halaman feeds Instagram anda?
31 tanggapan



Apakah anda mengamati iklan di Instagram khususnya iklan tentang makanan yang berkaitan dengan pastry?
31 tanggapan

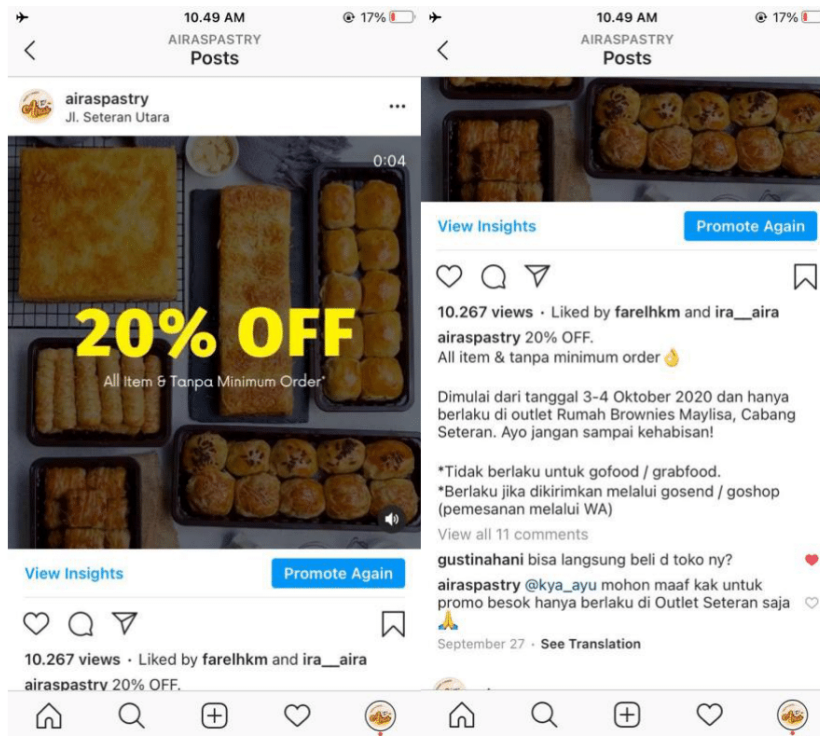


Picture 1.5 Google Survey Respondents

Source: Google Form

(accessed on January 1, 2021 at 18:56 WIB)

With 31 respondents, starting from gender 83.9% are women, 90.3% live in Semarang, 48.4% are aged 18-24, 41.9% are aged 25-34, and 9.7% are aged 35-44. 100% of respondents own Instagram, 93.5% often see pastry ads on their Instagram feeds page. Continue with 45.2% frequently observing advertisements on Instagram, especially ads about pastry-related foods, followed by 35.5% sometimes, 9.7% rarely, and 9.7% always seeing these ads. As many as 77.4% answered they remembered the Airas Pastry brand on their Instagram and 22.6% for the DePastry Homemade brand. 90.3% had previously known the Airas Pastry brand, and as many as 64.5% had followed Instagram @airaspstry. Finally, for the display of Instagram feeds from Airas Pastry, as many as 58.1% chose to be attractive, 29% chose very attractively, 6.5% chose quite attractive, while 6.5% chose less attractive.



Picture 1.6 Airas Pastry Content

Source: Screenshot Instagram Airas Pastry (instagram.com/airaspastry)

(accessed on 4 October 2020 at 11:35 WIB)


As in Picture 1.6, it shows that the picture above is one of the advertisements done by Airas Pastry. Judging from the creative strategy with the aim of message perception, Airas Pastry's Instagram advertising can steal the target audience's attention through visual elements, namely, animation combined with the song Lemonade (feat. NAV) by Internet Money. For the cognitive messages, Instagram advertising information is conveyed through the words "20% OFF" and "All Items & No Minimum Order" combined with an animated slide in from left to right. This information is rational because it informs the target audience that at that time Airas Pastry was holding a 20% off promo. While the affective message, Airas Pastry's Instagram advertising can

create a positive feeling for the target audience of Airas Pastry products through music which is in this digital era in Indonesia's top chart through animation with attractive color combinations.

For the persuasion message, Airas Pastry's Instagram advertising can change the target audience's positive attitude to increase the target audience's confidence to join the 20% off promo that is being carried out by Airas Pastry. For the transformation message, with the hope that Airas Pastry can be easily recognized and arouse appetites by using yellow-brown colors while strengthening brand identity. For the message behavior, a positive attitude towards the purpose of persuasion messages increases the target audience's confidence to continue buying and consuming Airas Pastry products. This analysis is pre-research. The results of observations made by this researcher will be carried out with further research by conducting qualitative research with the interview method with the parties concerned. The reason for using the qualitative method is because the purpose of this study requires a more detailed and in-depth understanding which will be discussed in chapter 4.

10.49 AM 17%

Promotion Insights



Posted on 09/27/20, 10:47am

86 11 16

Interactions

451
Promotion Clicks

Visit Profile 497
90% from latest promotion

Visit Website 2
0% from latest promotion

Discovery

28,325
People reached
99% weren't following you
94% came from your current promotion

Promotion

Impressions 44,289
82% from latest promotion


Follows 41

Promotion

Spend Rp250,000
100% of your Rp250,000 budget

Audience

Gender



100%
Women

Home Search Add Heart Promotion

10.50 AM 16%

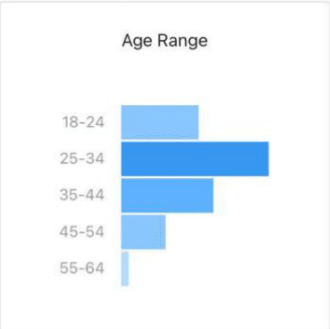
Promotion Insights

Promotion

Spend Rp250,000
100% of your Rp250,000 budget

Audience

Age Range



18-24

25-34

35-44

45-54

55-64

Are you satisfied with the results of this

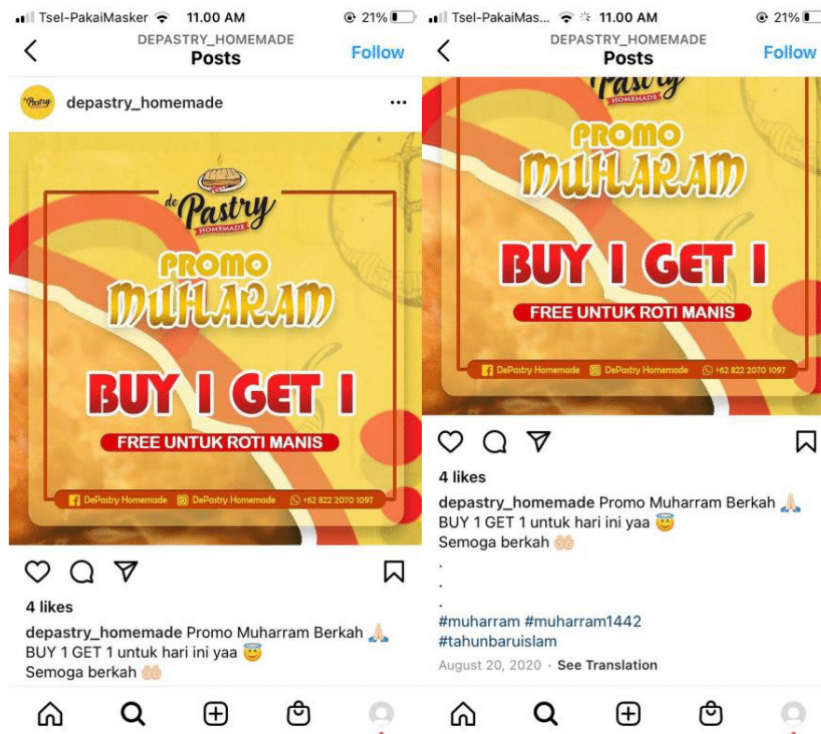
Home Search Add Heart Promotion

Picture 1.7 Airas Pastry Promotion Insight

Source: Screenshot Promotion Insight Instagram Airas Pastry
([instagram.com/airaspastry](https://www.instagram.com/airaspastry))

(accessed on 4 October 2020 at 11:45 WIB)

In the content advertised by Airas Pastry in Picture 1.6, there is promotion insight in it. It shows the promotional insights carried out by Airas Pastry by issuing a budget of IDR 250,000, successfully getting data, including 86 likes, 11 comments, saved by 16 people. For the interactions: a total of 451 people clicked on the promotion, 497 people directly visited Airas Pastry's Instagram account, namely @airaspastry. 2 people clicked on the Airas Pastry website. For discovery: 28,325 people were successfully exposed to this promotion, of which 99% did not follow @airaspastry before, while the impression has been shown 44,289 times, for the promotion, 41 people followed the @airaspastry. The audience: 100% female and those who have an age of 22-57 years.



Picture 1.8 DePastry Homemade Promotion

Source: Screenshot Promotion Insight Instagram DePastry Homemade
([instagram.com/depastry_homemade](https://www.instagram.com/depastry_homemade))

(accessed on 29 January 2021 at 11:00 WIB)

In the content advertised by DePastry Homemade in Picture 1.8, judging from the creative message strategy with the aim of message perception, like Airas Pastry, DePastry Homemade can steal the target audience's attention through visual elements, called image. For the cognitive message the advertisement information is conveyed through the words "PROMO MUHARAM" and "BUY 1 GET 1 FREE UNTUK ROTI MANIS" with no animation. This information is rational because it informs the target audience that at the time DePastry was holding a Promo Muharam which was bought 1 get 1 get free sweet bread. While the affective message the DePastry

Homemade can create a positive feeling for the target audience by well-designed content.

For the persuasion messages, DePastry Homemade can change the target audience's positive attitude to increase the target audience's confidence to join the Promo Muharam which was bought 1 get 1 get free sweet bread. For the transformation messages, DePastry Homemade hoped that they can be easily recognized by well-designed content, and last is the message behavior, a positive attitude towards the purpose of persuasion message increase the target audience's confidence in purchasing the products.

The difference advertisement between the two is DePastry is more focused on writing well-designed content while Airas Pastry is more focused on a good quality of the product to arouse the appetites of their target audience and the number of likes, viewers, and engagement are not the same as Airas Pastry. Judging from the algorithm, it is possible that DePastry Homemade does not use Instagram Ads to advertise its products.

1.2 Research Focus

The Airas Pastry brand is still positioning itself as a brand that has advantages and is sought after in its pastry sector, especially in the city of Semarang. The brand that was pioneered by Hasti Irawati in 2010 to date has approximately 10 outlets spread throughout the city of Semarang using the outlet-ing system will plan to research the analysis of creative message strategies on its Instagram ads.

1.3 Identification of Problems

Based on the description of the background above, the problem formulations in this study are:

1. What is the creative message strategy on Airas Pastry's Instagram Ads?
2. Can the creative messages on Instagram Ads reach consumers more?
3. Can Instagram Ads help spread creative messages?

1.4 Research Purposes

This research is intended to analyze the Analysis of Creative Message Strategies on Instagram Ads Airas Pastry. This research aims to:

1. To find out how the creative message strategy on Instagram Ads Airas Pastry
2. To find out creative messages on Instagram Ads can reach consumers more
3. To find out whether Instagram Ads can help spread creative messages

1.5 Use of Research

1. Theoretical

This research is expected to contribute new knowledge to the development of Communication Science in general. In particular, Marketing Communications is related to the analysis of creative message strategies on Instagram ads. Social Communication in this case uses Marketing Communication. Besides, the research results obtained in this study can be used as reference material or reference for further research.

2. Practical

The results of this study are expected to help the company to analyze the creative message strategy on Instagram ads appropriately to attract potential customers.