

THE INFLUENCE MESSAGE OF TELKOMSEL LOOP ADVERTISEMENT *JANGAN ASAL INTERNETAN* VERSION AGAINST VIGILANCE OF SOCIAL MEDIA USERS

Eka Darma Sinta¹, Ira Wirasari², Sri Nurbani³

¹Faculty of Creative Industry, Telkom University, ekadvertisingtarmasinta@gmail.com,

²Faculty of Creative Industry, Telkom University, ira@tcis.telkomuniversity.ac.id,

³Faculty of Creative Industry, Telkom University, bani@tcis.telkomuniversity.ac.id

Abstract: A lot of various advertisement providers that offer easy internet access inflict the growth of social media users increasingly limitless and cause cybercrime. Looking at the phenomenon and the opportunity, Telkomsel Loop launched an advertisement-themed digital campaign entitled 'Jangan Asal Internetan'. This research aims to determine the meaning message that contained in the advertisement using visual semiotics methods and find out how the effect of advertisement message against the level of social media users awareness using facet model of effects method. The data research were collected by interviews, questionnaires, observation, and literature studies. The results of this research is the meaning message that contained in the advertisement of Telkomsel Loop is show off become pesky which representing social media trend this day.

Keywords: Telkomsel Loop, Social Media, Message Effect

1. INTRODUCTION

Starting from the era of digital communication that is currently growing. Internet become popular among the people, especially teenagers. Seeing at the phenomenon, many 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 advertisement vantages. So that, the people can easily access the internet anywhere and anytime. This matter is triggering the growth of social media users limitless and causing cyber-crime. Looking at the phenomenon of social media trend and cybercrime, Telkomsel Loop represents a digital campaign entitled "*Jangan Asal Internetan*" which different from their competitors, who have long survived to grab the attention of teenagers. The advertisement aims the audiences whoever see this advertisement can raise their awareness of using social media. An advertisement have its own meaning with different strategy. The meaning of visual messages that contained in this advertisement implies the dangers about showing off in social media reflects the behavior of teenagers this day who likes looking existence on social media and the message can reach the audiences and delivered well.

The research question are: (1) what is the meaning of the message that contained in the Telkomsel Loop advertisement *Jangan Asal Internetan* version? (2) how does the influence message of Telkomsel Loop advertisement *Jangan Asal Internetan* version against vigilance of social media users?

The purpose of this research are: (1) to find out the meaning of the message that contained in the advertisement visual Telkomsel Loop *Jangan Asal Internetan* version. (2) to determine the influence of messages Telkomsel Loop advertisement *Jangan Asal Internetan* version against vigilance social media users. And for scientific advertising can provide a new strategy in advertisement.

The research methods are using descriptive qualitative methods and case studies. Data was collected through interviews, observations, questionnaires, and literature studies of various books, journals, and other articles that support this research.

2. THEORETICAL BACKGROUND

2.1 Advertisement

Advertisement is part of the marketing communications that contains marketing strategies and communication messages. So the products and services that they have offered were sold out at the market. Then advertising messages developed with marketing strategies for pursue advertising consumers to choose their product or service (Lee and Johnson, 2011).

Table 1 The facet model of effect

Number	Communication Aims	Consumer Respond	Activator
1	Perception	See/Hear	Exposure, selection, attention, interest / relevance, awareness, recognition.
2	Emotion	Feel	Desires / hopes, feelings, likes, resonance
3	Cognition	Understand	Needs, cognitive learning , differentiation, reminders
4	Association	Connected	Symbolism, conditioned learning, transformation
5	Persuasion	Believe	Motivation, influence, confidence, credibility, loyalty
6	Behavior	Do	Try, buy, contact, preventing

Source : Moriarty (2011:54)

Advertising can perform the function of information, persuasion, and reminder, because advertising can communicate about product information, product features, and market location. Then they try to pursue advertise consumers for buy their new brands, and last, advertising will continue to remind consumers about a product or service, so that consumers will keep buying the product or service that have been advertisement without caring another brand competitors (Lee and Johnson, 2011).

The aspect of creative messages in advertising is guided by specific goals and objectives that require the development of creative strategies. A creative strategy focuses on what will be said or what will be communicated by an advertising message and lead all the messages direction in advertising campaigns (Lee and Johnson, 2011).

An advertising may influence response of the audiences to evaluate advertisement's effectiveness and creates six types of consumer responses. They are hear/see, feel, think/understand, believe, connected, and acting/doing to create one unity kind of consumer response to advertising messages. The six of audience responses are called the facet models of effect (Moriarty, 2011).

2.2 Visual Communication Design

The principles of visual communication design are the reference basic for making a design in order to attract the audiences. Those principles are unity, balance, proportion, rhythm, and domination. The design principles bore the elements of visual communication design which includes some aspects of visual elements, they are lines, shapes, texture, space, color, and typography. Those

elements relate to each other and form a unity. The unity of those visual elements will create harmony in the aesthetic quality (Safanayong, 2006).

2.3 Vigilance

Vigilance is the attitude of precaution against anything that may have threaten the safety of yourself, group or society, both in terms of criminal misconduct or fraud. If the alert level of vigilance is too high, people will operate in an environment in such a way to reduce the level of vigilance. But, if the level of vigilance is too low then people will operate in an environment in such a way to raise that level (Hebb, 2011).

2.4 Semiotics

Semiotics is the study of signs, the functioning of the mark, and the production 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 is called signified. Through verbal and visual elements obtained two levels of meaning that is denotative which obtained at the first level of semiosis and connotative meaning which obtained at the next level. Semiotic approaching 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).

2.5 Social Media

Social media is a medium that enabled internet users represent themselves and interact, share, and communicate with the other users and form social bonds virtually. The access to media has become one of the primary needs of each person with their needs for information, entertainment, education, and access to industry knowledge is like bring "world in your hands" (Nasrullah, 2015).

3. THE RESEARCH METHOD

The research methods are using qualitative method with descriptive approaching which describe the intent to obtain data in the form of meaning that contained in the actual conditions of the research object. In this case study of research, aspects of visual images in analyzing of visual aspect of Telkomsel Loop advertisement "*Jangan Asal Internetan*" version. Then, from the aspect of the viewers, researchers interact with respondents in a natural context, so that researchers advertisement just to the environment respondents to assess the effect of the advertisement message in view of a case study of this research. From the aspect of maker, researchers will try to conduct interviews with advertisement agency that made the advertisement is Narrada Communication as additional data in research.

Data was collected by questionnaires, interviews, observation, and literature studies. Questionaries data was collected by purposive sampling method which respondent must fulfill the whole criteria of this research's target audiences. The audiences of this object research are the following below.

- a. Demography : College student 17-22 years old.
- b. Geography : Telkom University, Bandung.
- c. Psikography : Consumer income rate is average Rp. 500.000-1.000.000
- d. Behaviour : Mobile data service and social media user.

The analyst method used in this research are visual analyst of Telkomsel Loop advertisement *Jangan Asal Internetan* version using visual communication design theory and semiotics to find out the meaning message that contained in the advertisement. Then, researcher used the result of questionnaires using facet models of effect theory to find out the influence of the advertisement against vigilance of social media users.

Table 2 scheme of analysis method

Number	Analysis Method	Analysis Subject	Analysis Method	Analysis Purpose	Analysis Unit
1	Visual	Telkomsel Loop advertisement <i>Jangan Asal Internetan</i> version	Visual communication design theory, cinematography	Find out the meaning every scene	Literature studies.
2	Semiotics	Telkomsel Loop <i>Jangan Asal Internetan</i> visual advertisement	Analyzing the meaning that contained in the visual advertisement.	Find out the whole meaning message that contained in the visual advertisement	Literature studies, interviews
3	Facet models of effect	Advertisement message of Telkomsel Loop <i>Jangan Asal Internetan</i> version	Analyst the influence message against the audience responses.	Find out six types of consumer responses against the advertisement.	Questionnaires, literature studies

Source : Personal Analysis

4. RESULT AND DISCUSSION

4.1 The Meaning of Message that Contained in the Advertisement Visual

Telkomsel Loop advertisement “*Jangan Asal Internetan*” version is one of the advertisement created by Loop using the digital campaign form and inserted with a commercial purpose for the Loop products itself to increase the number of new consumers and maintain the consumers’ loyalty forever. This advertisement is form a drama with total duration of advertisement is 01 minutes and 40 seconds and currently playing in You Tube channel. Researcher chose the You Tube advertisement because the target audience is 18-22 years old teenagers who often spends more time with surfing the internet than watching television. So that the attention of You Tube advertisement is bigger than television advertisement with short duration and only occasionally appear on television.

a. Meaning of First Story Advertisement Links

In the first storyline is told that a young woman who suddenly had an attack of a mysterious phone call from an unknown person. She felt frightened when someone like knowing her existence. Then she rushed to lock the doors of her house to give a sense of security. At the end of the story, it turns out that she put her phone number on twitter social media profiles

The meaning of the message that will conveyed by this first story is tell about someone who frequently show off their personal information. This matter indeed common in many communities where people loved to put their personal information on social media accounts, such as phone numbers and even their home address in detail, so widely known by others who freely access their social media accounts. The message to be conveyed by this first story advertisement is introspection on the behavior that without us knowing we've ever done but can be dangerous to ourselves. But hopefully after seeing the first story of this advertisement, they will be realized behavior to increase their vigilance about social media.



Figure 1 visual advertisement first story

Source : Telkomsel Loop

b. Meaning of Second Story Advertisement Links

In the second storyline is told that a young man who likes to show off his personal activities and also his new valuable items that he just bought into the social media sites. Because of this habit, there is an unidentified frequently person who monitor his social media status. One day, the young man went on vacation but he forgot to lock the door. But he showed off his unlocked house in social media status, then the mysterious man gets a golden opportunity to steal his new valuable items. The next day his new valuables items were taken by the thieves and vanished.



Figure 2 visual advertisement second story

Source : Telkomsel Loop

The meaning of the message that will conveyed by this second story is not show off our valuable items and our pleasure excessively in social media, please respect the others who lives in deprivation. Maybe that the one who stole his valuable items are underprivileged people, but the feelings of envy when he saw the pleasures of his life and s valuables new item of the young man, he took the opportunity to do crime and forcibly took that was not his own.

c. Meaning of Third Story Advertisement Links

In the third story line told of a young woman who 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 upload the photos on social media accounts. The young woman apparently did not realize her behavior can be bad for herself. The mysterious man was about to abduct her at the end of this story.



Figure 3 visual advertisement third story
Source : Telkomsel Loop

The meaning of the message that will conveyed by this third story is every woman should keep herself safe. Photo is personal consumption which would have saved by ourself. Show off face or beauty is one of many women habit in social media. But it seems just an event exclusive for popularity on social media, such as adding many followers and also a lot of like or love button.

4.2 The Influence of Advertisementvertisement Message Against Vigilance of Social Media Users

Researcher used facet models of effect approaching for variable measurement in this research. The analysis of advertisement effects of Telkomsel Loop advertisement "*Jangan Asal Internetan*" version using six types of communication goals, they are perception (see/hear), emotion (feeling), cognition (understanding), associations (connected), persuasion (believe), and behavior (doing). From the results of this research is involving 50 respondents by using questionnaires and obtained the following results are:

- a. Aspects of Perception (See/Hear)
Fifty respondents have viewed and watch the Telkomsel Loop advertisement *Jangan Asal Internetan* version and fill out a questionnaire study. Total of forty-six respondents (92%) understand the messages conveyed by this advertisement. This proves that the perception of the audience after seeing these advertisements are mostly understand the messages conveyed by the advertisement Telkomsel Loop.
- b. Aspects of Affective (Emotion or Feeling)
Fifty respondents have viewed and watch Telkomsel Loop advertisement *Jangan Asal Internetan* version and fill out a questionnaire study. Total of thirty-two respondents (64%) felt that they had done indefinitely sharing on social media after seeing this advertisement. That means the majority of respondents feel that they ever done anything like that, reflecting in the storyline advertisementvertisement.
- c. Aspects of Cognition (Understanding)
Fifty respondents have viewed and watch Telkomsel Loop advertisement *Jangan Asal Internetan* version and fill out a questionnaire study. Total of forty-nine respondents (98%) understand the limited use of social media after seeing the advertisement. This proves Telkomsel Loop advertisement can target the audience cognition because after

seeing this advertisement, the audience finally understand the limitations on use of social media wisely

d. Aspects of Association (Connected)

Fifty respondents have viewed and watch Telkomsel Loop advertisement *Jangan Asal Internetan* version and fill out a questionnaire study. Total of forty-eight respondents (96%) found this advertisement reflects the behavior of social media users are limitless now advertisement days. Association is a communication technique through symbolism. Loop represents its advertisement through digital campaigns in accordance with the social media phenomenon that was popular to capture the audience's attention with this advertisement.

e. Aspects of Persuasion (Believe)

Fifty respondents have viewed and watch Telkomsel Loop advertisement *Jangan Asal Internetan* version and fill out a questionnaire study. Total of forty-seven respondents (94%) believe that the sharing behavior without limit in social media can be bad so that they increase their vigilance in the use of social media after seeing this advertisement. This proves the persuasion or invite the public in advertisement is effective because of the audience chose to increase vigilance in using social media.

f. Aspects of Behavior (action)

Action can not judge just buy a product after seeing the advertisement. But their response was immediate. Total of thirty-four respondents (68%) stated Telkomsel users will maintain loyalty to the brand after seeing this advertisement. However, this advertisement has not been able to persuade other customers to switch to Loop product where as many as thirty-six respondents (72%) will not be switching to Loop just by seeing this advertisement. Side action comes from Loop customers who responded that they would maintain brand loyalty at Telkomsel products.

5. CONCLUSION

The meaning of the message that contained in the Telkomsel Loop advertisement *Jangan Asal Internetan* version is to teach a person to not show off everything in social media that rely on the existence or popularity. Bad consequences brought is very dangerous and self-harm. So that it can be concluded that the meaning of message that contained in the advertisement is show off endless bad luck.

Telkomsel Loop advertisement *Jangan Asal Internetan* version can affect consumer perception and comprehension after viewing this advertisement. So, the advertisement message can influence the audience to raise awareness of using social media. However, most of the audience of Telkomsel customers will keep their loyalty to the brand after seeing this advertisement .

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