

VISUAL ELEMENTS OF THE HARVEST ADVERTISEMENTS ON SOCIAL MEDIA INSTAGRAM IN INFLUENCING THE CONSUMER'S BUYING INTEREST

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Abstract: Technological developments make it easier to companies in advertising something to the community through social media, one of which is social media Instagram. It makes The Harvest Patisserie & Chocolatier using Instagram as a medium to advertise more efficiently in communicating its ads. This research uses paradigm analysis methods and aims to identify elements of The Harvest Patisserie & Chocolatier visual ads and determine the influence of these ads on Instagram in consumers buying interest using visual communication design theory and consumer behavior that is consumers' buying interest. The results of the study as follows: (1) The Harvest Patisserie & Chocolatier Advertisements is a hard sell advertising type with the visual image of luxury on Mango Mango version, the ad version of the mysterious Chocolate Peanut Butter and love on Valentine Cakes ads version. (2) Advertising on Instagram as social media, can influence consumers to buy the products which are advertised.

Keywords: *Advertising, Visual Advertising, Instagram, Social Media, Consumer's Buying Interest*

1. INTRODUCTION

In this highly developed era, especially in technology field, it makes informants easier to communicate and advertise something to the community through a variety of media that exist at the moment. Rapid technological development is a mobile phone which is one medium that can conduct a conversation in oral and written remotely. Along with rapid technological developments, the Internet has started to serve as a source to easily meet the information needs which is spread throughout the world. This also gave rise to a variety of social media. Social Media is an online media, with users that can easily communicate, interact, send each other messages, sharing (sharing) and networking (networking). Social media remove restrictions for humans to socialize, limitations of space and time, with this social media humans are allowed to communicate with each other wherever they are and at any time, no matter how far apart they are by using the computer or mobile phone. (<https://mzhrnavita.wordpress.com>)

Indonesia is one of the countries which has the most social media users in the world. The high level of social media users has made a unique phenomenon on the use of social media in Indonesia. Many people utilize all types of social media to sell, regardless of their own special places and services to create an online store. One of mass media which is exploited by various audiences to advertise a product or service is Social Media Instagram. Instagram is a social network that can be used as a place for people who have an interest in photograph/pictures. The feature of Instagram itself is as a venue for people who like to perpetuate the events around them through photos and short videos of 15 seconds, also embody the creative ideas as well as campaigns and information media. In a study which was conducted by Simply Measured, it revealed that 54 percent of world top brand companies are now using Instagram and using Instagram as part of their marketing strategy. Therefore The Harvest Patisserie & Chocolatier chooses and uses Instagram social media to advertise and promote their products as well as to attract customers as much as possible in order to increase sales.

Based on the above background, the author is interested and feels the need to analyze advertisement of The Harvest Patisserie & Chocolatier to know what visual elements contained in these ads and find out if it can influence consumers to buy.

This research problems are: 1) How are the visual contained in the ad The Harvest Patisserie & Chocolatier?; 2) how The Harvest Patisserie & Chocolatier ads on Instagram influencing consumer buying interest ?. The purpose of this research are: 1) to determine the visual elements of The Harvest Patisserie & Chocolatier advertising; 2) to determine the effect of The Harvest Patisserie & Chocolatier advertising on Instagram social media in consumer buying interest.

In this research, data were collected through a number of data collection techniques, namely: literature by collecting references and theories from books, journals, articles, and the Internet; questionnaires by distributing questionnaires to 40 respondents purposive sampling. The collected data were then analyzed by visual analysis techniques using the theory of visual communication design (illustration, color, typography, layout) to determine the visual contained in the ad; then consumers buying interest from the questionnaires that have been collected to know how big the influence of advertising on social media Instagram in influencing consumers to buy.

This section contains the phenomenon by literature, problem and objectives of the study, describing the rationale, presenting the relationship between phenomenon and the existing theory.

2. THEORETICAL BACKGROUND

2.1 Communication

According to Bernald Berelson and Gary A. Steiner communication is a transmission of information, ideas, emotions, skills and so on. By using symbols, words, images, figures, graphs etc. [Mulyana, 2005:49]. Communication in advertising is informing a message regarding a product, service or idea to consumers through the mass media and other media to influence audiences so that they are interested in using the products, services or ideas which are offered.

2.2 Advertisement

Advertisement is a creative output that is used to convey the message to the audience of products or services by using the media, while advertising is an overall process to produce an ad. More generally, ads classification can be categorized based on the target audience, media selection area, and goals. ads can be classified according to four categories: (1) the target audience; users, or businesses such as industrial, trade, professional, and agriculture. (2) the geographic area; international, professional, regional, or local. (3) the media usage; print media such as newspapers, magazines; electronic media such as radio, televeisi; outdoor media such as posters, bulletin; direct mail; directories and other media. Thus, ads simply can be interpreted as repeated information or message to make the audience turn their attention to the message. Ads generally have the anatomy of an ad with the main elements that use the terms Headline, visual, bodycopy, product shots, caption and mandatories. (Madjadikara, 2005)

Basically, internet advertising can be delivered as traditional advertising, as seen in a magazine or can be presented in the form of a new web advertising, such as banner ads and other interactive formats. Internet is becoming one of the media used by companies to advertise their products, it is a trend which has its advantages and disadvantages. Many companies have successfully promote its products, but, on the contrary many failed.

2.3 Social Media

Thus, it can be concluded that the existence of social media is basically a form that is not much different from the existence and workings of the computer. Three forms of social skills, such as recognition, communication, and cooperation could be analogous to the way computers work that also form a system as their system between individuals or communities. (Burton,2005)

There are many resources that divide social media into several categories. Some are based on the model of the network is formed, based on the characteristics of users, and based on file or any files transmitted (sharing) between users. From those various sources, it can be concluded that there are at least six major categories to see the division of social media namely social networking, blogs, microblogging, media sharing, social bookmarking, and the wiki. Internet presence gives new virtual environments for marketing practices. There are three practices that can be seen from the emergence of social media on traditional marketing practices which are the type of media being used, advertising as a paid communication and one-way communication in the ad. The presence of social media provides alternative options on how marketing practices in this digital era can be changed from paid advertising to be based on the user experiences (user experiences), which tend to cost little and sometimes no cost at all. (Tuten, 2008)

One of the social media that is widely used by the public as a marketing medium is Instagram. Instagram is derived from the instant-telegram. Indicators of social media Instagram, namely Instagram hashtag, Heotag, follow, share, like, comment, and mention. Instagram becomes social media that gives many business opportunities to its users. It can be used as a medium for marketing communication, by uploading photographs of sellers products and has many followers Instagram makes it easy for consumers in viewing the products on sale. (Bambang, 2012:53)

2.4 Visual Communication Design

Visual communication design has a role of communicating the message or information to the reader with a variety of visual power, such as typography, illustration, color, line, layout, and etc. with the help of technology. In some cases, the term DKV is considered more able to accommodate the development of the increasingly widespread design, not limited to the use of visual elements. Visual Communication Design is often categorized as a commercial art because it is a blend of an art and communication skills for business purposes.

There are some visual elements that need to be known before designing namely, line, area, color, colors contrast, textures, and formats. As for the other things that can affect a design layout especially in the science of visual communication design is often called the design principles which are things that need to be understood because it is quite effective as a design concept guide. These principles are balance, emphasis, rhythm, and unity (Kusrianto, 2007).

2.5 Consumer Behavior

AMA (American Marketing Association) defines the behavior as follows: Consumer behavior is a dynamic interaction between cognitive, affective, behavioral and its environment where humans perform exchange activities in their lives. The definition is concluded three important things which are, consumer behavior is dynamic so it is unpredictable, involving interactions that involves events around the consumer environment, and involving the exchange of goods with money. Individual or individuals develop self-concept and lifestyle based on internal influences (mainly psychological) and external (primarily sociological and demographic). The concept of self and lifestyle produces needs and desires, which mostly requires decisions regarding consumption to satisfy it. When the individual faces the relevant situations, consumption decisions process starts to be activated. This process, which generated additional experience and in turn affects the self-concept and lifestyle in a way of affecting the internal and external characteristics.

In consumer behavior, there are characteristics of consumers towards a product. Namely, 1) the consumers buying interest as consumers tend to buy a brand or take any action that related to circuitry purchase measured by the level of possibility that consumers make purchases. The factors that influence buying interest connected with the feelings and emotions that become a factor to influence consumer buying interest, these factors are differences of occupations, socio-economic differences, differences hobbies and passions, and the age difference. (Supratno, 2011)

The two characteristics of consumer behavior are 2) the purchasing power of consumers is a society's ability to purchase goods or services that describe the level of prosperity which is owned by the consumer. While the latter characteristic is 3) the consumer buying decision that is buying decision that is made in the process of meeting needs. The process proposed purchase decision process which is the stages which are through by the buyer in determining the choice of products to be purchased (Mehta, 1994).

2.6 Visual Imagery

Image is another term of picture, which is a form of visual information. An image obtained from the light strength catching which is reflected by objects. When the light source illuminates an object, the object reflects back some of the light. This reflection is captured by the optical sensing devices, such as the human eye, cameras, scanners and so on. The shadow of the object will be recorded according to the intensity of reflected light. Image interpretation is an act of reviewing aerial photo or image in order to identify and assess the importance of the object. (Purwadhi, 2001)

3. THE RESEARCH METHOD

Three versions of the The Harvest Patisserie & Chocolatier ads namely, Mango-mango ads version, peanut butter chocolate cake version and valentine cake version. All of the three versions of The Harvest advertising contained in social media Instagram has the characteristics and traits that vary in packaging the message that will be delivered to the consumer. The fundamental characteristics differences of the three categories of The Harvest advertising on Instagram social media, both in terms of visuals, layout, message, or background. Then the visual contained in each The Harvest will be researched and studied from book, internet and journal, so that the visual images contained and differences from the third version of The Harvests advertisement which are uploaded on Instagram can be known. The visual study of Harvest advertising on Instagram, will focus on visual analysis using the basic theory of Visual Communication Design. And than analytical result from three of these advertisement will be associated with consumers buying interest.

4. RESULT AND DISCUSSION

4.1 The Visual Elements of the Harvest Patisserie & Chocolatier Advertisements

On The Harvest Patisserie & Chocolatier ads below there are some aspects that will be discussed including illustration, color, typography, layout (layout). There are three versions of the ads that will be examined in this research, namely:

1. The Harvest Patisserie & Chocolatier Mango Mango Version of Advertisement



Figure 1. Mango Mango advertisement version
Source: Harvestcake.com

The Harvest Patisserie & Chocolatier Mango Mango advertisement version is one of the The Harvest Patisserie & Chocolatier ads published via Instagram account in November 2015.

From the four elements of design in visual communication design namely a balance (balance), emphasis (emphasis), rhythm (rhythm) and unity (unity) The Harvest Patisserie & Chocolatier mango mango advertisement version uses elements of balance, emphasis and unity. It can be seen that the mango mango ads version uses the design rules with equal or symmetrical balance with fulcrum layout in the ad is at the center of the layout. The balance of advertising is seen from the position of the logo, headline, bodycopy, product shots, and mandatories which were right in the middle and parallel, creating mango mango ads version diagonally balanced. In addition to balance, The three versions of this ad use the rules of emphasis. Emphasis on all three versions of the ads is in its dominant size product shot and become the main point of interest of the three ads as well as the product shot shows images of products or the whole cake. On mango mango ads version it does not contain visual elements that are repetitive or rhythmic then on this mango mango ads version does not use the rules of rhythm on his ads. Furthermore, The Harvest Patisserie & Chocolatier mango mango ads version use the rules of unity or unity that is visible from the colors used mutually support the elements in the ad, the font which is used is in accordance with the theme of which will be displayed in the ad. In the visual image of this ads version has a visual image that shows the impression of luxury which is shown by the color usage.

2. The Harvest Patisserie & Chocolatier Advertisement Peanut Butter Chocolate version



Figure 2. Peanut Butter Chocolate version
Source: harvestcake.com

Advertisement of The Harvest Patisserie & Chocolatier Peanut Butter Chocolate version is one of the The Harvest Patisserie & Chocolatier ads published via Instagram account in January 2016.

The four elements design in visual communication design are a balance (balance), emphasis (emphasis), rhythm (rhythm) and unity (unity) advertisement of The Harvest Patisserie & Chocolatier chocolate peanut butter version uses elements of balance, emphasis and unity. It can be seen in the ad version of the chocolate peanut butter using design rules with equal or symmetrical balance with fulcrum layout in the center of the layout. The balance of advertising is seen from the position of the logo, headline, bodycopy, product shots, and mandatories which are right in the middle and in parallel, it makes peanut butter chocolate ad diagonally balanced. In addition to the balance, the peanut butter chocolate version of the ad also use the rules of emphasis. Emphasis on peanut butter chocolate version of the ad is in its dominant size product shot and become the main point of interest of this ad. In addition, its product shot shows images of products or the whole cake. The peanut butter chocolate ad version does not contain visual elements that are repetitive or rhythmic then the peanut butter chocolate version of the ad does not use the rules of rhythm on its ads. Furthermore, The Harvest Patisserie & Chocolatier chocolate peanut butter ad version using the rules of unity or unity that is visible from the colors used mutually support the elements in the ad, the font used in accordance with the theme of which will be displayed in the ad. However, not for the election of the background because texture which is used in the selection of the background shows less impression of high quality and delicious. Because the application of texture can affect the visual elements of other visual images. Visually this ad has a visual image that shows a sense of mystery with high quality which is shown from the use of color and bodycopy.

3. The Harvest Patisserie & Chocolatier Advertisement Valentine Cakes Version



Figure 3. Valentine Cakes Version
Source: harvestcake.com

The Harvest Patisserie & Chocolatier ads version of Valentine Cakes is one advertising of The Harvest Patisserie & Chocolatier published via Instagram account in February 2015 to coincide with Valentine's Day. Here is the visual elements contained in the The Harvest Patisserie & Chocolatier ad Valentine Cakes version along with an explanation.

From the four elements of visual communication design which are balance (balance), emphasis (emphasis), rhythm (rhythm) and unity (unity) The Harvest Patisserie & Chocolatier advertisement valentines cake version uses elemental balance, emphasis and unity. It can be seen in the ad version of the cakes valentines which uses design rules with equal or symmetrical balance with fulcrum ad layout in the center of the layout. The balance of advertising is seen from the position of the logo, headline, bodycopy, product shots, and mandatories which are right in the middle and in parallel, making this version of valentine cakes ad has balance diagonally. In addition to balance, on all three versions of this ads using the rules of emphasis. Emphasis on all the three version of the ad is in the its dominant size product shot and become the main point of interest of the three ads as well as the product shot shows images of products or the whole cake. In this version of valentine cakes ads there is no visual elements that is repetitive or rhythmic then the ad version of Valentine's cakes is not using the rules of rhythm on its ads. Furthermore, The Harvest Patisserie & Chocolatier ad valentine cakes version is using the rules of unity or unity that is visible from the colors used mutually support the elements in the ad, the font which is used is in accordance with the theme of which will be displayed in the ad. Visually these ads have visual images that show soft impression, and full of love shown from the use of color and bodycopy is matched to the the day of love or valentines theme.

Based on the translation of each version of the The Harvest Patisserie & Chocolatier ads above, all of the three version of The Harvest advertisement is a type of hardsell advertising with the type of delivery advertising strategy USP (unique selling point) or uniqueness or superiority of a product because all the three version of The Harvest advertisement displays product shot a whole cake and bodycopy with words to show the uniqueness and excellence of its products. The type of ads is consumer advertising because this ad is shown directly to the consumer by the manufacturer which is The Harvest Patisserie & Chocolatier.

5. CONCLUSION

The Harvest Patisserie & Chocolatier has been recognized by society even gets a good position in the public eye. Based on the explanation that has been done in the previous chapter, it can be concluded that the idea of three versions of The Harvest Patisserie & Chocolatier advertisements ie, ad version of Mango Mango, Peanut Butter Chocolate and Valentine Cakes are hard sell advertising type for communicating ads with informational, with the aim to directly touch the mind and create audience response after seeing the ad. The ad displays a product shot as well as an explanation of each of these ads to instill the image of the product (brand image oriented) with the

delicacy of each product to the target audience. The three Harvest Patisserie & Chocolatier ads display product shots as the attention of the target audience at the same time instill buying interest to the target audience to buy or try the products of The Harvest Patisserie & Chocolatier.

However, from the effectiveness side of choosing media to communicate the ad is already included in the today's effective advertisement, because The Harvest Patisserie & Chocolatier follows the development of the era by communicating its advertising through social media so it attracts more customers to buy the product or at least makes the consumers have desire to try or buy products from The Harvest Patisserie & Chocolatier.

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