

# STUDY OF EFFECTIVENESS MEANING THE MESSAGE IN THE AD (CASE STUDY *TRI* ADVERTISEMENT '*UbahDenganBicara*' VERSION ON YOUTUBE)

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**Abstract:** Social media interactions affect the people of Indonesia at certain moments, such as the days of religious communities. In these moments, especially Ramadan and Eid Mubarak requires us to greeting and *silaturahmi*. Because Indonesia people have usually communicating with social media, so they keep using social media as a medium to express the values of friendship worship were deemed much less bring out the emotional side of the actualization of the expression of fraternity. In this important moment, Tri (read: Three) aware of this phenomenon, they launch advertisement in social media YouTube during Ramadan and Eid, indirectly there are ideas that invested in Tri *UbahDenganBicara* advertisement 'Mantan' version and 'Mother'. Two of these ads revive cultural themes greeting each other, which is actualization a form of fraternity expression in Indonesian society. By using qualitative research and analysis methods of visual semiotics in surgical problems related to social life, which is expected to benefit as input and consideration for the public to capture and interpret the message. And are expected to provide awareness to the people to talk to each other in solving problems and can get insights in the field of advertising, particularly knowledge about the meaning of the advertising message in an advertisement.

**Keywords:** *Advertising, Social Media, and Communication.*

## 1. INTRODUCTION

Humans as social beings in life cannot be separated from the interaction, socialization and communication. Communication becomes very important because the communication someone will be able to build our self-concept, self-actualization, for survival, to obtain happiness, avoid stress and strain, among others through communication entertain, and foster relationships with others.

Nowdays developing technology and the rise of the internet makes communication can be done via phone, the SMS (Short Message Service), and a chat provided on social media. According to Dr. Rulli Nasrullah in Social Media book, there are over 38 million internet users in Indonesia in 2015. Social media becomes one means that are widely used by Indonesian people to communicate and interact with each other. So it becomes less appropriate to the culture *suave* or *silaturahmi* courtesies attached to the people of Indonesia.

Communicating via social media interactions affect the people of Indonesia on the days of religious communities, such as Ramadan, Idul Fitri, Christmas, Wesak, and so on. In these moments, especially Ramadan and Eid al-Fitr requires us to greet or touch. Because familiar with social media, then at the moment the monen Indonesian people continue to use social media as a medium to express the values of friendship worship were deemed much less bring out the emotional side of the actualization of the expression of fraternity.

Tri (read Tri) aware of this phenomenon, with the launch of advertising on YouTube Ahead of Ramadhan and Eid. *Silaturahmi* is one of worship are often undertaken by Muslims as an expression of fraternity actualization. In this case Tri provides free telephone service for days, to customers to answer the constraints of friendship for those who *terpisah* distance. Then create an ad Tri *UbahDenganBicara*.

Indirectly there are ideas that you'd invested in advertising *UbahDenganBicara* Tri Mantan version and mother, which appeared in August 2015 on Indonesian society. And to return again to the culture of talk or greet one another, which is a form of expression of fraternity actualization in Indonesian society. In response, the extent to which the effectiveness of the ads produced by Tri *UbahDenganBicara* version of the Mantan and the mother of the target audience.

## 2. THEORETICAL BACKGROUND

### **Advertising**

The term advertising (advertising) is derived from the medieval another. Advertising is a complex form of communication that operate to pursue the objectives and use persuasive strategies to influence thoughts, feelings and actions of consumers. Advertising is a type of marketing communication, which is a general term that refers to all forms of communication techniques, used marketers to reach consumers and deliver the message (Moriarty et al, 2011: 6).

### **Creative and Messaging Strategy**

Creative advertising is an art in its creative dimension and simultaneously the science of dimensional strategy. Advertising is effective not only focus on the media and the message he is also a product of logic and creativity. Great advertising witnessed and enjoyed it meant he was successful because the right media convey the right message to the target audience (Moriarty et al, 2011: 430).

### **Persuasion and the push factor**

Persuasion is the conscious intention of the party to influence or motivate others to believe or want to do something. Communication persuasion create or change attitudes and create confidence. Attitude (attitude) is a state of mind tendency, tendency, or mental readiness to react to situations in a certain way. Attitude is an important factor in persuasion (Moriarty et al, 2011: 145-146).

### **Internet as Advertising Medium**

Internet advertising, though they are new, rapidly growing industry. Having had time to think in the late 1990s and continued at the beginning of the 2000s, advertising website managed to make profits doubled, and this is different than that in traditional media is growing only ranging from 2 to 5 percent. Almost all advertisers shifting their advertising budgets on non-traditional media or internet.

### **Visual Communication Design**

According Kusrianto, A., Visual Communication Design is a discipline that aims at studying the concepts of communication and creative expression through various media to convey messages and ideas visually with managing graphic elements that form shapes and images, the order of the letters, as well as the composition colors and layout (the layout or the appearance).

### **Theory of Semiotics Roland Barthes**

Semiotics is the science of signs and about the codes that are used to understand it. Semiotics is a science that is imperialistic, which can be applied to many different areas of life (berger, 2000: ix). Key of semiotics is about how the creation of an image make it mean something, and how audiences understand its meaning.

### **Facet Model of Effects**

Facet Model of Effects is a model of six factors that are useful both to determine the purpose and role in evaluating the effectiveness of advertising. Effective advertising will create six types of consumer response, namely: (1) Look or see, (2) Sensing, (3) To think or understand, (4) Trust, (5) Connect, (6) act or acts. Everything works together to create a response to the brand message. (Moriarty et al, 2011: 133).

### 3. THE RESEARCH METHOD

The method used in this design is qualitative. According Sugiyono, qualitative research is the methods of measuring the health of the object in nature and emphasizes the significance of the generalization. Methods of data collection using: 1) Literature study of by studying books, journals, articles and other literature related to the research. Some theories like the theory of advertising that focuses on the meaning of an advertising message. And theories about the influence of advertising to support consumer response data completeness. 2) Questionnaire to determine the effect of the advertisement to the target audience being targeted by these ads.

#### **Company Profile**

Tri is one of the Company Services Cellular Telecommunications World, whose scope is there in some regions of the country including the UK (as a base), Sweden (Sverige), Austria (Osterreich), Italy, Denmark (Danmark), Ireland (Rep. Ireland ), Hong Kong and Indonesia. Tri first launched in 2003 brought by Hutchison 3G UK Limited, which is located at the Star House, 20 Grenfell Road, Maidenhead, Berkshire, SL6 1EH, United Kingdom.

#### **Tri Ad UbahDenganBicara “Mantan” Version**

This ad aired in August 2015 at YouTube.com. Ad soundtrack 'Mantan' version was sung by Arlan Djoewarsa with the title 'Good Morning Love'. This ad tells the story of a man who was arguing with his partner, began with the outbreak of the frame two of them were lying on the floor. Then a pair of lovers quarrel with each other inside the room, the woman then throws the ring he was wearing and left the man. Then the woman into the room crying, as well as with the man. After the quarrel, the man shower with running water from the shower and started its activities without spirit. As well as with women, it began its activities working in the gallery wedding dress with a fixed smile on costumernya. Elsewhere, a man started cleaning coffee maker tool but accidentally saw the pictures when they were still together. When home from work, women still weep at the memory of their last, while men lamenting that he went through the streets recalling the sweet memories that passed them both. Until finally arriving at the room, the man ventured contacted in advance by calling the woman. And they ultimately improve their relationship from the Mantan into a soulmate.

#### **Tri Ad UbahDenganBicara “Mother” Version**

These ads appear simultaneously with the Mantan version, with the same duration, around 1 minute, published on social media YouTube.com. The soundtrack 'Mother' Version same with 'Mantan' version. These ads relate to each other, because the main character of this ad is the same as the Mantan version. Starting with the activities of a man who is a barista at a cafe who was serving customers. At the same time there is a nearby mobile phone rang signifying no contact or call, namely his mother, but he could not lift, because it was busy with coffee in his hand. On the other side of the phone, looking at her mother put her picture with his son, then turned off the lights to sleep. Spliced with footage when the mother and child photographed together which is a distant memory. Day began to change and the mother started their activities, get out of bed, looked at his face and his photograph, front of house cleaning plant, and shopping outlets. When home, she contacted her son back, but still not lifted. It turned out that her son was arguing with his girlfriend, which is a snapshot of the previous ad. Finally the mother to continue its activities with cooking, eating in solitude, looking at her photo and her son. Then he was eating together with her fellow mothers, in jest typical mothers, the mother a little lonely. Soon her son called and started asking how her mother. By changing the sense of missed talking so happy with the people we love.

## 4. RESULT AND DISCUSSION

### 4.1 Meaning Analysis

#### **Tri Ad *UbahDenganBicara* "Mantan" Version**

Tri take the *Mantan* as the theme of its advertising to represent the phenomenon. Seen from the storyline presented with estrangement as a key element of advertisement *Tri UbahDenganBicara*. Quarrel scene in the scene early this ad is the cause of the estrangement. In the first scene the second 00: 00-00: 06 backsound presented sound argument between two people who do not listen to each other and broke a picture frame photo. It is a sign that the relationship tenuous. Estrangement in this ad views from the aftermath of the fight, the two are mutually perform each activity without mutual contact. The impact of the rift that makes them feel sad, seen from sec 00: 12-00: 15 and 00: 30-00: 33 to make a crying woman in this ad.

On the basis of the relationship in the previous paragraph, the estrangement intent here is that the relationship is initially close. This close relationship originally Tri visualize this ad with photos and snippets of memories. As the photo at the beginning of the scene sec 00: 00-00: 02 when the couple quarreled and photographs tacked to the coffe machine in seconds 00: 2-00: 26, as well as footage of memories as the man in this ad wanted to contact her partner by phone namely sec 00: 36-00: 37 in which the two of them laughing together.

In a relationship that was originally closer then strained, it raises not a good thing for both sides. As when a man in this ad was not eager to undergo the activity seen in sec 00: 32-00: 33. While women in these ads to tears when in the course of visits to the second 00: 30-00: 32.

In this case, when one contact that is where the relationship is established that a positive impact. It can be seen from the writings "by talking, change the *Mantan* so soulmate" who emerged after the men in the ad is trying to contact the woman by phone seen in seconds 00: 44-00: 47. The *Mantan* on advertising this as someone who was initially very close to each other and spend time together, but when the relationship has ended not communicating back. By talking it can transform the *Mantan* into a soul mate or soulmate.

#### **Tri ad *UbahDenganBicara* 'Mother' version**

Tri took the mother as the theme of its advertising to represent the phenomenon. seen from the storyline presented with estrangement as a key element of advertisement *Tri UbahDenganBicara*. The scene of the mother who called her repeatedly over the phone, are not appointed due to busy boy at the scene early sec 00: 04-00: 05 and 00: 28-00: 30 This ad was the cause of the estrangement. In the first scene presented backsound voice coffee maker and conversation of the stamps that were lined up at the coffee shop that's when the mother contacted her by telephone. it is a sign that the relationship tenuous. Estrangement in this ad views from the bustle of the child, so that there is no communication between mother and child.

On the basis of the relationship in the previous paragraph, the estrangement intent here is that the relationship is initially close. This close relationship originally Tri visualize this ad with photos and snippets of memories. As the photo beside the mother's bed in the second room dining and 00: 08-00: 09 and 00: 35-00: 37, as well as footage of memories when the mother fell asleep after contacting the boy over the phone but did not respond or appointed to 00 seconds: 11-00-13. Even so mother can still continue aktivitasnya normally viewed on a second 00: 21-00: 23.

In a relationship that was originally closer then strained, it raises not a good thing. As the mother who feel lonely and miss because there was no news of the child, seen at the second 00: 28-00: 30 and 00: 39-00: 42. In this case, when one contact that is where the relationship is established that a positive impact. As an expression of the mother is so happy after being contacted by telephone by the child seen in sec 00: 46-00: 51. And the words "to talk, change miss so happy" that the child appears in this ad connects her mother over the phone. Said miss the ad is shown by a mother who

does not go get the news of his son. With longing talk between mother and child can be delivered, so that it changes so happy to be seen in 00 seconds: 57-01: 01.

**Tri ad analysis results *UbahDenganBicara***

Based on the analysis of two ad above, namely advertising *UbahDenganBicara* Tri Mantan version and mother are similarities. Commonalities can be broken down into several points that make up the framework, based on keyword relationship visualized by Tri.

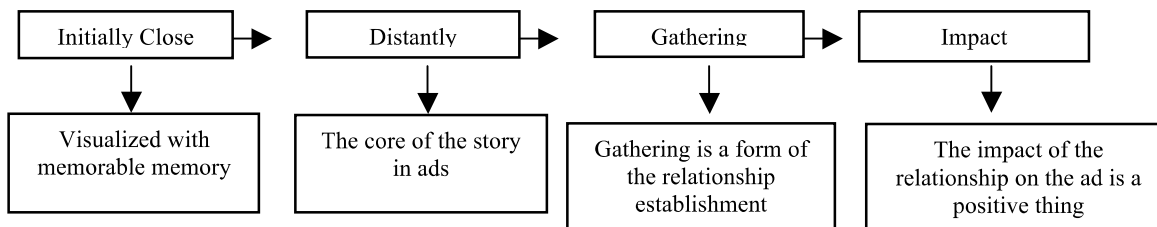


Figure 3 the framework based on keyword relationship in Tri advertisement ‘*UbahDenganBicara*’ version  
Source: Personal Documentation

**4.2 Responden**

Six types of communication objectives with methods facet models showed that the effect of advertising Tri *UbahDenganBicara* the Mantan version and mother managed to touch the side of perception, and emotional audience the view and watch the ad. In terms of this ad cognition can be understood by audience, so managed to touch the side of cognition.

In terms of association or connectedness, *UbahDenganBicara* advertisement Tri Mantan version and mother that reflects the condition of Indonesian society began to decrease attitude greet one another, can be represented well by Tri so it can touch the audience associations. In terms of persuasion, these ads encourage the audience to believe that talking is an effective way to solve their problems. However, in terms of action, Tri need to make advertising more than this, to attract other customers to switch to their products. despite all that, for an audience of its own advertising Tri product still not managed to keep the audience loyaty.

**5. CONCLUSION**

Tri *UbahDenganBicara* advertisement has two versions, mother version and Mantan version. This mobile phone services provider advertisement aired in 2015 on social media accounts YouTube, with duration of 1:00 minutes. The message conveyed "By talking back can fix things so much better".

In message and visual of ad served to instill the image of a product to an audience. Visual adjustment, message and purpose of the message should be considered in order to be well understood by the audience and be able to meet the expectations of advertisers. As we know, in a not all visible signs. Sounds can be a sign, as well as smell, taste and shape. But a miraculous sign has a visual dimension (Berger, 2010: 47) so as to know the advertising message, the audience needs to know the meaning contained within the ad so that the message can be captured by the audience.

Tri *UbahDenganBicara* advertisement message has meaning, 'Mantan' and 'Mother' versions, is "Communication is good", by inviting the audience to start reestablishing a relationship that had been strained to be near the re-starting of those nearby. Thus providing a positive impact on one

another, can be seen from the Mantan version of that forgiveness and reconnect, and mother version who makes her happy smile again.

#### **Tri ad *UbahDenganBicara* 'Mantan' version**

Messages on the ad to be effective so that the audience response to expectations of advertisers and content of the message conveyed properly to the audience. The new approach in the measurement of the response or the impact of advertising messages on the audience facet models of effects. Tri *UbahDenganBicara* ad in the Mantan version of this can affect perception and emotional side of the audience after seeing these ads on social media YouTube and taking a role that is close to the target audience of the Mantan. In terms of this ad cognition can be understood by audiens, at the end of the second ad 00: 44-00: 54 that managed to touch the side of cognition.

In terms of association or connectedness, ad *UbahDenganBicara* Tri Mantan version which reflects the condition of Indonesian society began to decrease attitude greet one another can be seen on the second 00: 30-00: 33, can be represented well by Tri so it can touch the audience associations , In terms of persuasion, these ads encourage the audience to believe that talking is an effective way to solve the problems they are viewed from the end of this ad is a summary of all the problems that have occurred at 00 seconds: 44-01-01. However, in terms of action, Tri need to make advertising more than this, to attract other customers to switch to their products. despite all that, for an audience of its own advertising Tri still not managed to keep the audience on the product loyatitas Tri.

#### **Tri ad *UbahDenganBicara* 'Mother' version**

Messages on the ad to be effective so that the audience response to expectations of advertisers and content of the message conveyed properly to the audience. The new approach in the measurement of the response or the impact of advertising messages on the audience facet models of effects. Tri ad *UbahDenganBicara* in the Mantan version of this can affect perception and emotional side of the audience after seeing these ads on social media YouTube and taking a role that is close to the target audience of the mother. In terms of this ad cognition can be understood by audiens, at the end of the second ad 00: 45-00: 54 that managed to touch the side of cognition.

In terms of association or connectedness, ad *UbahDenganBicara* Tri Mantan version which reflects the condition of Indonesian society began to decrease attitude greet one another can be seen on the second 00: 03-00: 08 and 00: 25-00: 30, can be represented well by Tri so the audience can touch the side of the association. In terms of persuasion, these ads encourage the audience to believe that talking is an effective way to solve the problems they are viewed from the end of this ad is a summary of all the problems that have occurred at 00 seconds: 42-01-01. However, in terms of action, Tri need to make advertising more than this, to attract other customers to switch to their products. despite all that, for an audience of its own advertising Tri still not managed to keep the audience on the product loyatitas Tri.

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