The Effect of Multimedia As a Means of Delivering Information and Promotion Towards Flashcard Products

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ABSTRACT

Every product which launched would definitely need a promotion to introduce its products to the society. In the promotion itself, there are various strategies and media to support product promotion. Multimedia is one of the media promotion which is widely used to help in providing information towards products. Flashcards is one of the edugame products which serves to sharpen children's ability in various aspects such as motoric, visual, and verbal, and encourage children to be more proactive. Besides, flashcards can also become medium for the parents to be more involved and interact with their children. In the product "flashcard little learner", one of the promotional media used is multimedia. Multimedia Media is used since it is an effective means to help deliver message to the audience. This research discusses the effect of multimedia as a means of delivering information and promotion towards products, especially edugame flashcard products.

Keywords: Information, Promotion, Product, Flashcard

ABSTRAK

Setiap produk yang diluncurkan pasti membutuhkan promosi untuk memperkenalkan produknya kepada masyarakat. Dalam promosi sendiri, terdapat berbagai strategi dan media untuk mendukung promosi produk. Multimedia adalah salah satu media promosi yang banyak digunakan untuk membantu memberikan informasi terhadap suatu produk. *Flashcards* adalah salah satu produk *edugame* yang berfungsi untuk mengasah kemampuan anak dalam berbagai aspek seperti motorik, visual, dan verbal, serta mendorong anak untuk lebih proaktif. Selain itu, *flashcard* juga dapat menjadi wadah bagi orangtua untuk lebih terlibat dan berinteraksi dengan anak. Dalam produk "flashcard little learner", salah satu media promosi yang digunakan adalah multimedia. Media multimedia digunakan karena merupakan sarana yang efektif untuk membantu menyampaikan pesan kepada *audience*. Penelitian ini membahas mengenai pengaruh multimedia sebagai sarana penyampaian informasi dan promosi terhadap produk, khususnya produk *edugame flashcard*

Kata Kunci: Informasi, Promosi, Produk, Flashcard

INTRODUCTION

Every product would definitely require promotion to introduce the advantages to its audience. Promotion is done to present any advantages and inform of which would be obtained when the audience owned the product. In the promotion, there are various types of media which can be used to support the promotion. Alongside with the digital technology development, promotion by using digital media was increasingly used. Digital media concerning audio and visual is widely used as a tool in the presentation to deliver messages. Multimedia is one of the most widely used media to support product promotion. In multimedia containing audio visual elements used to help messages delivery to the audience, therefore could make the audience more interested and absorb the information to be conveyed. In the definition, multimedia is the integration of various information using computer facilities. Multimedia derived from the word 'multi' meaning many or more than one and 'media' which can be interpreted as presentation medium. Multimedia is the utilization of computers to create and combine text, audio, images, moving (video and animation using links and tools which allow the use of navigation, interaction, creativity and communication) (Suyanto, 2004).

Flashcard is one type of educational game products or commonly referred as edugame. Flashcard according to the Merriam-Webster dictionary is, "cards which have words, numbers, or images on it and which are used to help students learn about particular subject." In the theory of Multiple Intelligence proposed by Howard Gardner states that humans have different intelligence and learning models, including visual-spatial, musical, kinesthetic, verbal-linguistic, interpersonal, intrapersonal, logic-mathematical and naturalistic (Gardner, 2011). Most children have visual-spatial intelligence, therefore flashcard is a tool that can be useful in any learning stage and is an effective means of having visual element which attract children to play it. Additional activity on flashcard can also help children who learn as kinesthetically. (Budden, 2004). In this research, the flashcard product that will be used as a sample is the product of "Little Learner" flashcard. Little Learner flashcard is a flashcard product intended for children aged 3-5 years which have "flat design" design style. This research discusses about the influence of multimedia as a means to help in delivering information about the flashcard products presence with name as well as a means of promotion.
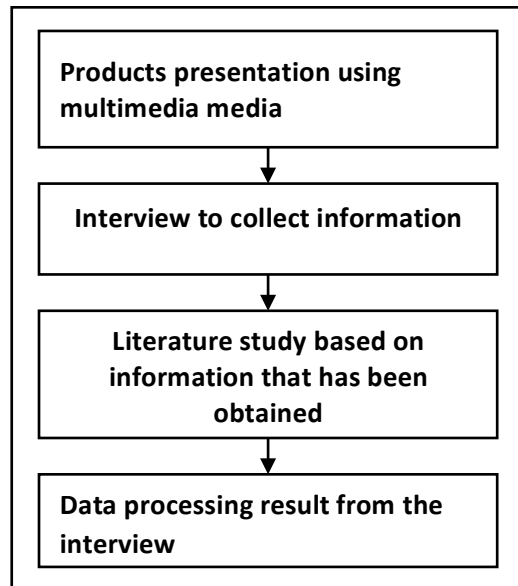
PROBLEM STATEMENT

How is the multimedia influence as a message delivering and promotion medium towards flashcard product?

RESEARCH METHOD

In this research, the method used for data collection is using qualitative methods and literature studies. The following is a research design diagram.

Figure 1. Research process design

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┌──────────────────────────────────────────┐
│  ┌────────────────────────────────────┐  │
│  │ Products presentation using        │  │
│  │ multimedia media                   │  │
│  └────────────────────────────────────┘  │
│                    ↓                       │
│  ┌────────────────────────────────────┐  │
│  │ Interview to collect information   │  │
│  └────────────────────────────────────┘  │
│                    ↓                       │
│  ┌────────────────────────────────────┐  │
│  │ Literature study based on          │  │
│  │ information that has been          │  │
│  │ obtained                           │  │
│  └────────────────────────────────────┘  │
│                    ↓                       │
│  ┌────────────────────────────────────┐  │
│  │ Data processing result from the    │  │
│  │ interview                          │  │
│  └────────────────────────────────────┘  │
└──────────────────────────────────────────┘
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Qualitative method was chosen in this research since this method has several advantages, namely:

1. Data is very basic because based on facts, events, and reality.

2. Recognize the problems comprehensively.

3. The discussion is more in-depth and centralized since the data are explored comprehensively. The results of this research is unique and particular because it has interviewees who has direct interaction.

4. Open to more than one point of view of information given by participants. The results were not assumed by researchers at the start of the study (Raco, 2010).

Information extraction in this research is done by using interview technique. Based on the qualitative research methods theory above, the selection of respondents who as the candidates from audience which were as target market of the "Little Learner" flashcard product, which is housewife who has children aged between 3-5 years. Interview towards respondents intended to gather information about their views towards media campaigns which use multimedia.

The focus of the questions asked to the respondents are:

1. The audience's view towards promotion through multimedia medium

2. Information obtained after viewing multimedia promotion medium

3. Impression obtained after viewing multimedia promotion medium

4. The urge to buy the product after viewing multimedia promotion medium

Besides using interview method, a literature study was conducted to support this research. Literature study is used to obtain information related to the effect and effectiveness of multimedia medium as a means of information and promotion delivery.

The results of this literature study were then analyzed and combined with the results obtained from the interview.

The literature study basis which used as a reference source in this study is literature in the form of books, articles, and journals related to the communication science, and media which appropriate with the information obtained from interview towards audience.

In order to be able to deliver message properly, certainly required a good communication process. According to Harold Laswell in his work, The Structure and Function of Communication in Society, the method to build good communication extracting information between communicators with the audience is required. Information extraction can be done by:

- Who Says what?
- In Which channel?
- To Whom?
- With what?
- Effect? (Effendy, 2009).

According Laswell, in communication there are five elements, namely:

1. Communicator (communicator, source, sender)

2. Message (Message)

3. Media (channel, media)

4. Communicant (communicant, communicate, receiver, recipient)

5. Effect (effect, impact, influence) (Effendy, 2009).

Communication is the process of delivering thoughts or feelings by a communicator to communicant. Thoughts can be as ideas, information, opinions, and so on. Feelings can be as beliefs, certainties, doubts, worries, anger, and so on which appear from the bottom of the heart (Effendy, 2009).

From the above explanation, it can be concluded that communication is a form of messages delivering process by communicators to communicants through a medium that can cause a certain effect. This research is observing of how extent of multimedia influences the audience towards the information reception.

According to Fletcher & Tobias, humans are easier to learn from words / sentences and images better than from words / sentences only, (Mayer, 2014). One method to help presentation is to use visual, audio, and text support to help clarify further of the implication and meaning to be conveyed. Multimedia is a medium which capable of combining these elements.

Multimedia purposeis to present information in a form which is fun, interesting, easy to understand, and clear (Arsyad, 2009). Multimedia can become a supporting tool which fun since the richness of elements and ease of use in many varied contents. The utilization of multimedia in business includes presentation, marketing, advertising, product demos, catalogs, network communication, and training, (Binanto, 2010).

From the results of literature studies about communication it can be concluded that multimedia results is one of effective medium to support in delivering message related to learning and delivering an information.

DISCUSSION

The research results which has been done has acquired the delivering information results by the support of multimedia medium which has positive influence. Multimedia helps the audience to get better understanding about the information to be conveyed by the producer towards flashcard products.

Multimedia which commonly known today is a variety combinations of graphics, text, sound, video, and animation. This combination is an entity which cooperate to display information, messages, or lesson content.

This combination concept by default requires some type of hardware equipment that respectively keeps its main function as usual, and the computer is the controller to the entire equipment. Here's a definition chart of multimedia.
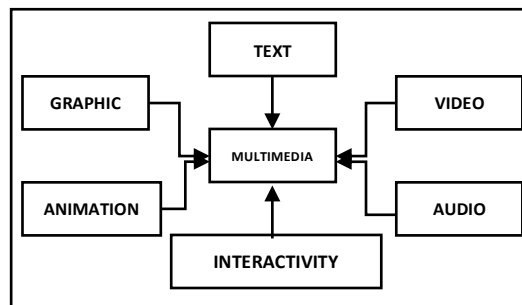

Figure 2. Multimedia definition chart
Source: Binanto (2010: 2)

To promote and inform a product through multimedia medium, certainly, required appropriate design and suitable to the product to be promoted. The design used in multimedia medium is a design that is adapted to Little Learner flashcard design style. The little learner design style is using flat design.

Flat Design is a 2 dimensional design style. The essence of this design style is that without elements which makes the design has 3-dimensional effect like shadows, perspective, texture, gradation, etc. This design style has the following characteristics:

1. Simplification from the visual effects which provides design results looks clean, accurate, and efficient therefore the emphasis and the message are more easily conveyed.

2. Focused on the content.

3. Ease in application relating to supporting digital technology and digital resolution where this design style would still look great in digital media resolution and size which vary.

In flat design the use of animation creates positive effect since the movements are non-excessive which avoid monotonous impression which unexciting, (Cheng-lin; Jian-wei, 2016).

Flat design is a minimalist design style which emphasizes on functionality or usability, in which decorative elements are considered unnecessary (Amell, 2015). One of the characteristics of flat design is the use of bright colors. The color palette for flat design also tends to have more colors than other design styles and the popular colors used are primary and secondary colors (Cousins, 2013).

The following are the design of the Little Learner Flashcards
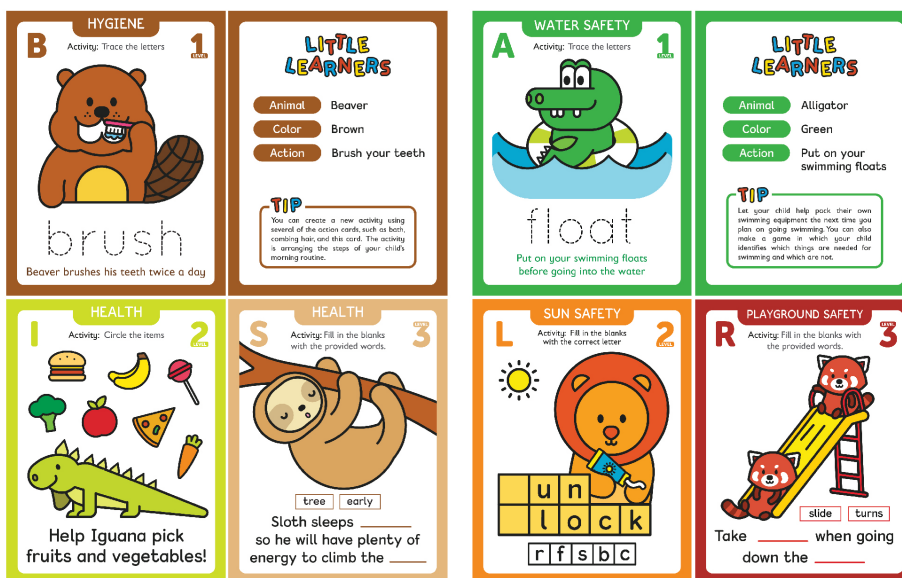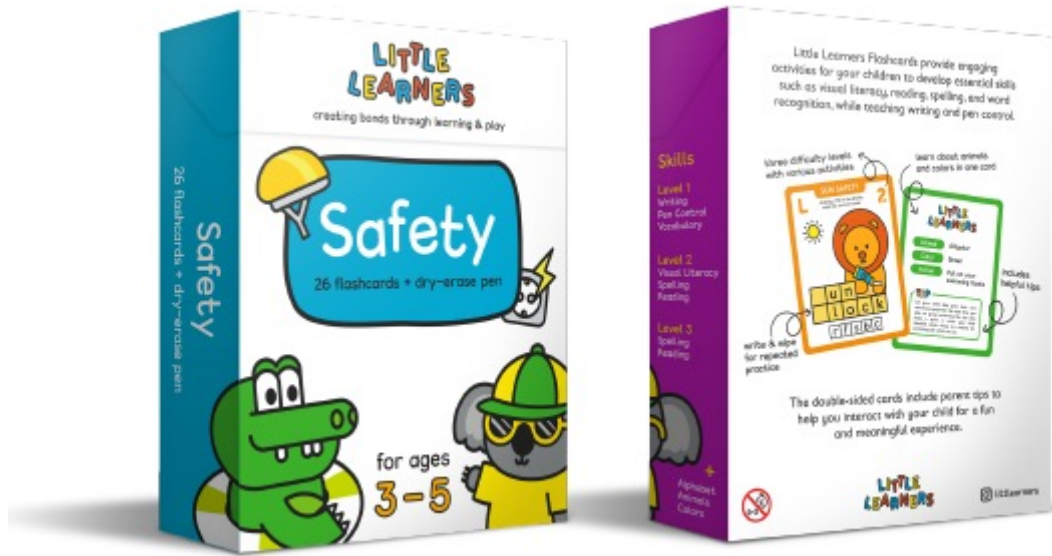
The following are screenshots of multimedia media (audio visual)
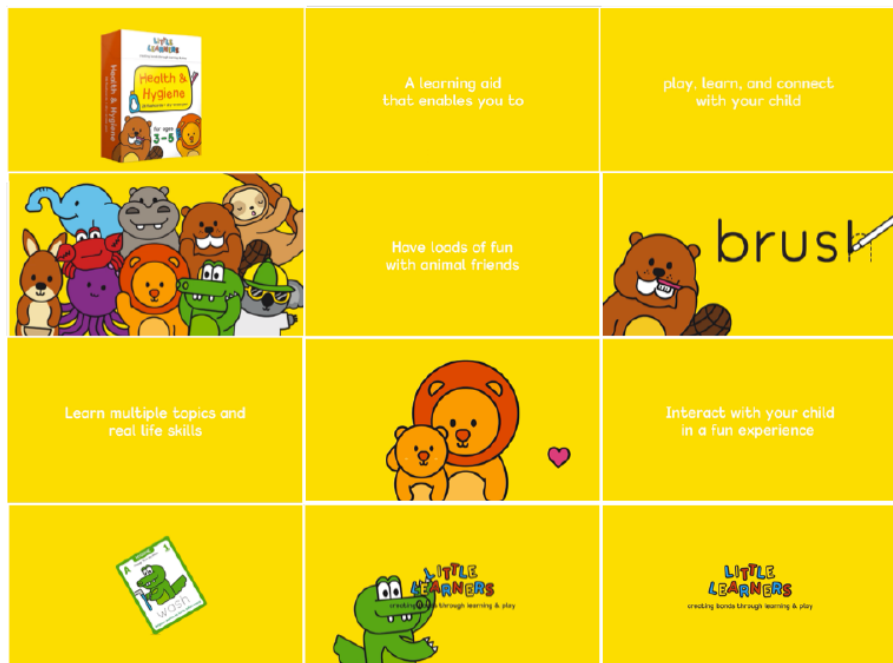
The results from the evaluation and post-presentation observation are obtained that multimedia usage data in the presentation makes the audience easier to achieve the message to be conveyed. Audience also said that attracted to "Little Learner" flashcard product after watching the promotion by using multimedia medium.

CONCLUSION

The conclusion of this research is multimedia medium which has integration elements of audio, visual, and animation elements have positive effect viewed in terms of delivering information to the audience. This is concluded from the results of post-presentation interviews to the target audience who stated that they are more easily understand and comprehend the information procedure that would be conveyed by flashcard producers with the multimedia support in the form of a combination of audio, visual, and animation.

Multimedia medium is also one of the effective promotional media and provides positive effect in stimulating audience to own the flashcard product. This fact is concluded from the interviews where respondents' states that attracted to own the "Little Learner" product flashcard after watching the products presentation which use multimedia medium.

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