ANALYSIS OF VISUAL ELEMENTS AND RESPONSES OF GENERATIONS Z ON INDOMIE ADVERTISING VIDEO

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ABSTRACT

Video advertising is an advertisement for a product or service that uses video to promote the product. Video advertising becomes one of the marketing methods in the form of videos that are more interesting and memorable for the public. Video advertising is slowly increasing its popularity and is clearly on its way to bring the next big thing in the marketing world, a lot of products, companies and services use this method to introduce their product to the customer. This study aims to analyze one particular advertising media in the form of video used by Indomie in everyday life using visual Element analysis, and examine the responses of Indonesian Generation Z and millennial on that video using a photo elicitation interview and analyze it with a descriptive approach. Then, video elicitation interviews were conducted with four participants to further explore the effectiveness of the visual elements from the perspective of Generation Z using the Hierarchy of Effects model of determining advertising effectiveness, paying close attention to the response on the meaningfulness and perceived sincerity of the advertising campaign. The two-step descriptive analysis found that while the conative stages are not. At the end, the slogan of Indomie is more perceived as interesting and memorable, but the meaning of the video is so clear it makes the participants more understanding about what the Indomie brand wants to say.

Keywords: visual analysis, media and culture, advertising, Generation Z

1. Introduction

Today, advertising is an important way to sell and introduce the product, build a product image and introduce the brand. Advertising is to persuade audiences, readers, viewers or listeners to take action on products, services and ideas to buy the product or service. The idea is to drive consumer behavior in a particular way in regard to product, service or concept. Advertisements can be shown through many ways like newspapers, magazines, radio, youtube, Television, etc. Advertisers usually have full control of the message all the way to the audience. However, for an advertisement to be effective, it should have smart placement where it will be seen by the target audience. Focusing on the objective is required to persuade consumers to fulfill your one main objective. One of the primary purposes of advertising is to create a favorable brand. As advertising is an integral part of a branch marketing communication efforts, it must strike a balance between *what* is being communicated as how it is being communicated (Vare, 2014).

Indomie is one of the big instant noodle products in Indonesia, the first time in Indonesia since 1972 as instant noodles with quite affordable prices and easy serving methods. In addition to being marketed in Indonesia, Indomie is also able to penetrate the international market in several countries such as the United States, Australia, various Asian, African and European countries. Indomie's economical prices and flavors that have been adapted to the tastes of many people make this noodle product very popular with the public. Indomies has a very recognizable brand name because it has existed in the community since 1972, therefore Indomie is difficult to shake, Indomie also has quite a lot of instant noodle flavor variants, responsive to competitors, Indomie flavored products often adapt to the times, the taste of noodles is delicious, and marketing marketing that attracts customers along with their distinctive slogans produces distinctive features that are very attractive and easy to remember for customers, these things keep Indomie as the market leader.

In a critical study on advertising, specifically exploring review of literature *Advertisement Analysis: A Comparative Critical Study* by (Abdelaal 2014) two forms advertisements for beauty products selected from internet magazines were analyzed. The first advertisement is analyzed qualitatively in terms of content, there was no focus on specific critical discourse analysis framework.

Another study by Muthmainna (2016) on the topic of *language style of English commercial advertisement on television*, using William Wells found that the personification style is mostly used and the occurrence is about four times, followed by Alliteration style found in three advertisements and Assonance found two times. The next simile style appeared once in an advertisement. The researcher concludes that in personification style and Alliteration style, the creators of the advertisement mostly used simple and interesting style to create beautiful sentences and to persuade or influence the audience's attention to use the product.

A study by Susanto (2019) suggested that the visual elements of advertisements are important aspects to consider when reaching certain audiences. Another study also found that visual elements can also be used to overtly or subtly conveying certain messages or symbolisms (Susanto, 2014).

This paper aims to analyze the visual elements and responses of generations Z on advertising video of Indomie advertisement using Photo elicitation, PEI is not a new methodological tool in the social sciences and is one of many methods, along with documentary film, photo-essays, and video ethnography, which belong under the umbrella of visual sociology (Harper, 1998). The participant that is involved in this paper is a generation Z, which is people who were born in 1998-2010.

2. Methods

In order to analyze more deeply and solve problems in this research, writers will apply Descriptive qualitative methods. Qualitative description (QD) is a label used in qualitative research for studies which are descriptive in nature, particularly for examining health care and nursing-related phenomena (Polit & Beck, 2009, 2014).

Data sources in this study were taken from four participants that from gen z (1998-2010) with two female and two male participants, and the method to collected the data is Photo elicitation interview, PEI is not a new methodological tool in the social sciences and is one of many methods, along with documentary film, photo-essays, and video ethnography, which belong under the umbrella of visual sociology (Harper, 1998).

The participants will be asking ten questions. The questions are:

1. What is the first thing you see in this video?
2. Have you ever seen this video before?
3. What is the first thing you think when you watch this video?
4. There is something that stands out from this video?

5. After seeing this video one more time, what sticks in your mind?
6. When you see this video, what do you feel?
7. What is the meaning of this video?
8. Do you know what video it is?
9. Do you notice the product placement while you Watching this video?
10. Does this video have any impact on the brand image/product in your mind as the consumer (positive, negative, neutral)?
11. Are you more interested with the product in this video?

Data was analyzed using pattern analysis, pattern analysis is analysing the pattern that is involved in the data and collecting in one group. This study relates to similar studies in multimodal analysis in advertisements, particularly using content and visual analysis for online advertising specifically targeting Generation Z (Aa et al., 2022; Christian et al., 2022; Haingu et al., 2022; Hutami et al., 2022; Putera et al., 2022). The current study furthers the previously published studies.

3. Results and Discussion

Indomie is the largest instant noodles manufacturers in the world. Indomie comes in many varieties from the classic soup flavors such as Chicken, Vegetable, and Chicken Curry, to our most popular flavor Indomie Mi Goreng. Available in over 100 countries around the world such as Australia, New Zealand, USA, Canada, throughout Asia, Africa, Europe and Middle Eastern countries. With 19 billion packs annual production capacity, it's no wonder that Indomie is flavored, favoured by the world. "TVC Indomie Selera yang Selalu Menemani" is a sixty-second broadcast advertisement run in Youtube on 10 August 2016 was campaign to promote the product of Indomie, this advertisement has gained more or less three hundred and forty thousand views on YouTube.

The first scene begins with a little boy yawning and changing to the sea and the fisherman eating the product or Indomie. The first scene is using close shots with headshot for the shooting composition, head shot is Head-to-chin shooting, composition in terms of the number of people as objects uses one shot which mean Shooting for one person as an object and there is no interaction between the actor to the camera or audience which means its used offer methods (Figure 1).
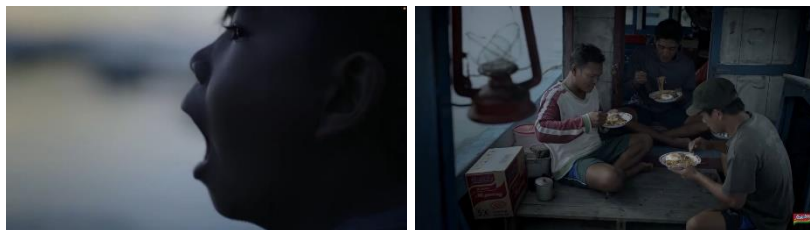

Figure 1. Opening Scene

The second scene (Figure 2) used also offer but it's seen in full shots (i.e., shooting from head to toe). Composition in terms of the number of people as objects uses three shots which mean Shooting for three persons as an object, there is no word to tell the story behind it but the visual is enough to tell the story behind. This scene shows a little girl eating Indomie before she goes to school and her mom accompanying her. In this scene use an offer method which means there is no interaction between the actor and the camera. There is a long shooting technique which means taking a frame by giving a portion of the background or foreground more so that the object looks small or far away. It uses two shots, i.e., Shooting for two people as objects.

Figure 2. Second Scene

In a quarter of the film the scene begins in the third scene: the children swim in the river and after that eat Indomie together (Figure 3). This scene also used an offer method which means there is no interaction between the children and the camera. The children are shooting in medium shoots with a big rock background, the focus of the third scene is the center children who are laughing loudly and using three shots (shooting for three people as objects.)

Figure 3. Swimming Scene

The next scene shows a woman weaving and in the background there are two women enjoying Indomie (Figure 4). The focus of this scene is on the women who are eating Indomie, using the woman weaving in the foreground to make the situation feel this scene is so crowded and busy, but doesnt make the focus of this scene disturbed. That situation also used an offer method because there's no interaction between people and also the camera. It uses a long shot, taking a frame by giving a portion of the background or foreground more so that the object looks small or far away. It's also use three shots because there are three people that became the object in the frame.

Figure 4. Weaving Scene

This scene used a setting in a city, showing a group of people eating Indomie, with the background placed in a street stall or *warteg* (Figure 5)*.* They shoot in the medium shots with their people eating Indomie is the focus in this scene and using group shots or (shooting for a group of people as objects). Offer methods are used in this scene, that make the video more alive and feel realistic. It uses Angle Shooting in this scene using High Angle, high view. That is, the camera is at a higher position than the object. In this scene, we can see that the social interaction happening between the actors happens in the context of having a meal, which is Indomie noodle.

Figure 5. City *Warteg* Scene

The next scene shows a man and woman eating Indomie at the night market, in this scene shows that the man is staring at the woman (Figure 6). This scene uses an offer method and medium close up shoots technique with two shots (shooting for two people as objects) and also uses low angle shooting

Figure 6. City Night Market Scene

Finally, the last scene also showed a group of people who are office colleagues eating Indomie (Figure 7). This scene uses an offer method and medium close up shots technique with group shot (shooting for a group of people as an object.). This scene uses eye level shots at the angle of shooting at which the object and camera are aligned / the same as the eye is looking at.

Figure 7. Late Night Work Scene

After analyzing the video advertising, the authors interviewed the participants that in order to collect the data, the method that used to collecting the data is Photo elicitation interview, so interviewing the participants and asking 10 questions to the participants the questions were asked in Bahasa Indonesia using the semi-structured interview questions as mentioned in the methods section.

And the participants answer:

On the first question four participants agree the first things they seen in the video was the people who are eating noodle, here we can see the similarity point in their answer, next to the second questions the writer notice that are the difference point from one participant who is answering that he often watched that video before (L2). The third and the fourth questions come with similarity answer point that is Indomie and eating Indomie, the fifth question comes with one difference point answer from male participant (L1) he said that everyone eat Indomie was the things that stay long in his head, the sixth question is come with same point from the participants, the seventh question comes with unique answer, which the female participant have the similarities point in each other answer, and the male participants

also have their the similarities point in each other. The eighth and ninth question comes with same point they said it is Indomie advertising and the place that come up in the video was in sea, office, and carnival place, the ten questions comes with unique and different answer from male participant, he said that this advertisement was given a bad impact to people because they invite people to eating the noodle everyday which is not healthy (L1). and the last question came with same word and points answer that is:

"Nothing special" (P1) (P2)(L1)(L2)

Similarity

The result that the researcher got after the interview of four participants from generation z (two female and two male) there are some unique similarities that are found from their answers. They said that they ever see this advertisement on television or social media, they also said that the slogan and the Indomie song are easy to remember and they have the same answer for the question of "did this advertisement make you more interested with the product And they said "nothing special".

Differences

Beside the similarities, the researchers also found answers that were very significantly different from the answer about the impact of Indomie advertisement the first participant (P1) said that Positive, because it is simple and easy hearing , the second participan (P2) said that In her opinion this video give a positive affect, like it is nothing special but she don't know about the other, maybe they have different perspective*,* the third participan (L1) said that Negative, because it is a bad influence for us for eating noodle everytime, as we know that noodle is unhealthy food, the fourth participant (L2) said that she think this video give a positive affect, because of this video a lot of people buy the product.

4.   Conclusion

From this study, the authors conclude that the video advertising that used more offer techniques, in addition to the participant's response, Generation Z considered advertising as something ordinary, judging from the same response we found, they tended to remember songs or slogans more. from the ad compared to the visuals displayed, as in this Indomie ad, the slogan and ad song are easier for Generation Z to remember. This research is very interesting to do further, with a wider number of participants and reach, because with this research we can approach consumers to find out consumers' interest in watching advertising videos. This study was limited only to analyze visual elements and responses of generation Z on Indomie advertising video. The suggestion is to help further researchers who are interested in conducting the same research in order to do better research. The further researcher may explore more about the inside or deep meaning from every figure in this advertisement.

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