

Creative Strategy Analysis on the Billboard Ads of Gojek AnakBangsaBisa Edition

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ABSTRACT

Various strategies were used to promoting the products that an industry develops. Various forms of business, ranging from retail to multinational businesses, rely on advertising and promotion to help them sell goods and services. In terms of consumers mind, advertising is often seen as a media provider of information about capabilities, prices, product functions, and other attributes, which are related to a product. The billboard ads carried out by Gojek during the 73th anniversary of Republic of Indonesia Independence Day with a campaign titled (hashtag) *AnakBangsaBisa* has been viral in online media. The ad was creative, original and strategic, which is in accordance with the products or services that advertised, the target audience, and meets the purpose of the ads. The method used in this study was descriptive qualitative with case study approach. This research is aim to analyze the creative strategy in the billboard ads of Gojek #*AnakBangsaBisa* based on the message objectives through The Facets Model of Effects, namely perception, cognition, emotion, persuasion, association, and behavior. The finding indicated that the advertisement was successful in maximizing creative strategies. The advertising appeal used in *bunga papan* billboard ads through an emotional appeal and the creative execution style used through a slice of life, humor, and personality symbol can build brand awareness and brand association of Gojek and bring positive feelings through a celebratory atmosphere and motivate the positive attitude of the target audience to continue sharing the happiness and proudness of local products.

Keywords: *Creative Strategy, Advertising appeal, Billboard ads, Creative Excecution, The Facet Model of Effects*

1. INTRODUCTION

One of communication media that is widely used by industry is advertising. Advertising is a message that aims to achieve a goal and method to influence consumers [1]. Advertisements have a big influence in our lives. Advertisements show social trends in their time, advertisements contain messages they want to convey to the target audience, and advertisements can enter into the lives of consumers, so advertisements can be communicated to become attractive product images and achieve broad goals. Advertising continues to grow and has many different advertising types. One of them is outdoor advertising, known as billboards, remains the most effective way to capture audiences who travel by land transportation [2]. Outdoor advertising can reach many consumers outside the home and connect advertisers with consumers [3]. Billboard advertising remains an

effective tool for marketers because of its broad reach and cost effectiveness [3].

Nowadays, creative industries are facing intense competition [4]. During Indonesian Independence Day, Grab became the official mobile platform partner for Asian Games with their hashtag *KemenanganItuDekat*. According to the former Gojek creative chief, they came up with the idea to beat the competitor ads with the limited budget. Gojek tapped the nation's pride by appreciating the Indonesia's achievement. On the 73rd Independence Day of the Republic of Indonesia, Gojek carried out the interesting billboard ads by conducting a campaign titled #*AnakBangsaBisa*. In a press release, Gojek said that in the context of the 73rd Indonesian Anniversary, Gojek would like to give appreciation to the nation's children who have made Indonesia proud through *bunga papan* (congratulations flowers in a board). Through the campaign, Gojek also invites communities, friends, or relatives who have achieved global achievements to

participate by sharing their inspired stories. The story could be shared on social media using the hashtag #AnakBangsaBisa. Those who participated had the opportunity to get appreciation from Gojek in the form of *bunga papan*. Another thing that made this ad a talk among marketers, advertisers, agencies, and the general public is because Gojek plays with its billboards. The billboard ads are usually filled with promotional material, but in that time, the billboard ads of Gojek #AnakBangsaBisa presented a giant *bunga papan* which contained a message from Gojek appreciate several global domestic products.

Advertising must be creative, original, different, new, and unpredictable. In addition, the ad must also be strategic, which is in accordance with the product or service advertised, the target audience, and meet the objectives of the advertisement [5]. Based on the data, this study will analyze the creative message approach which is applied in the billboard ads of Gojek #AnakBangsaBisa based on the purpose of the message through The Facets Model of Effects, namely perception, cognition, emotion, persuasion, association, and behavior [1]. In this study, the billboard ads of Gojek #AnakBangsaBisa was analyzed by the theory of advertising appeal and the creative style of advertising executions that refers to the message approach used to attract consumers' attention and influence their feelings about the products or services offered. The advertising appeal can be seen as "something" that moves consumers to speak to their desires or needs, and stimulates their interest, consisting of rational, emotional appeal and a combination of the two [6, 7]. It can be presented through direct-sell or factual message creative execution styles, scientific or technical evidence, demonstration, comparison, testimonials, slice of life, animation, personality symbols, musical, imagery, dramatization, humor and combinations [6]. This research is expected to inspire designers to understand the importance of designing an advertisement in increasing the selling value of a product or service.

2. LITERATURE REVIEW

2.1. Advertising

Advertising is the use of paid media by a seller to communicate persuasive information about products (ideas, goods, services) or organizations that are powerful promotional tools [8].

2.2. The Facet Model of Effects

The idea behind creative strategies is that there are a number of different ways to convey messages. The message approach used will be different because it is adjusted to the target audience, marketing situation, product or service itself, and product category. This is done to match the advertising goals in the best way to deliver advertising messages. To better understand how creative strategies are used in effective advertising, it can be seen through The Facets Model of Effects in the Figure 1 [1, 9].

Perception is the process by which the target audience receives information through five senses and establishes meaning for it. Advertising can be said to be effective if the first thing is to successfully get the attention of the target audience. The ability to attract attention is one of the biggest strengths of advertising. In advertising, something that is new or surprising is often used to get attention [9].

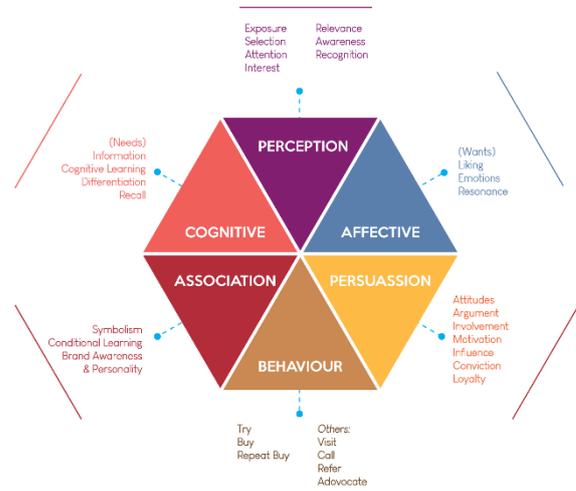


Figure 1 The Facet Model of Effects (Source: Wells et al, 2007: 200)

Cognitive refers to how the target audience responds to information, learning, and understanding something. This aspect is a rational response to the message. The target audience may need something or need to know something, and information gathered in response to needs that leads to understanding. Information stored in memory can be recalled if needed [9].

Affective response reflects the feelings of the target audience about something. Affective describes as something that stimulates desire, touches emotions, and creates feelings. The assumption is that if the target audience likes advertising, positive feelings will be conveyed to the brand. It might be possible if the target audience likes advertising but is unable to remember the brand, so the positive feelings generated by the ads may not always be conveyed to the brand [9].

Persuasion is expected as a purpose that intentionally influences or motivates the recipient of the message to believe and or doing something. Persuasion is designed to change attitudes and behaviors and build belief. The effective outcome of persuasion in growing conviction is that the target audience believes in things correctly. In terms of the effects of advertising, confidence is shown when the target audience develops preference, intending to try or buy a product [9].

Transformation, as explained by DDB Needham's Bill Wells means that the brand is meaningful when transformed from product to something special, something that is distinguished from other products in the product category based on brand identity and brand image. A brand identity must be distinctive, as one of particular product in a category that is recognizable and easy to remember. Realizing the brand means that the target audience knows the brand marks identification-name, logo, color, type, design, slogan and can connect it with

the message memory about the brand or past experience in using it [10]. The meaning of messages which transformed through advertising can also build brand associations, namely the process of making symbolic connections between brands and characteristics, qualities, or lifestyles that represent brand image and personality [9].

Response that involves behavior is the most important goal of advertising. In other words, the effectiveness of an ad campaign is measured in terms of its ability to motivate a target audience to do something, such as trying or buying a product, or responding in several other ways, such as visiting a store, returning a survey questionnaire, contacting a call center or visiting a website [9].

2.3. Advertisement Attractiveness

Many different advertisements can be used as a basis for advertising messages, generally divided into two categories: rational and emotional appeals as part of creative strategies. Advertisers also consider that rational and emotional can be combined in developing advertising messages [5].

2.4. Advertisement Execution Style

Creative execution is the way the ads are displayed. While it is obviously important for an advertisement to have a meaningful or interesting message to convey to the target audience, the way in which the ad is executed is also important. There are several styles of ad execution, including the following: Straight-Sell or Factual Message; Scientific or Technical Evidence; Demonstration; Comparison; Testimonials; Slice of Life; Animation; Personality Symbol; Imagery; Dramatization; Humor; Musical; Combinations [5].

2.5. Previous Studies

The contents of the visual message used by winners of Gold, Silver, and Bronze Citra Pariwara award 2015 print ad category-using messages delivered with class/ method/ (lateral) techniques. Visual techniques have two sub categories, namely the technique of using headline types and the use of layout. Creative strategies have three sub categories, which consist of a creative strategy approach, approach to attracting messages, then approaching the format and style of message execution [11].

In the Creative strategy the "*Oreo Miracle Full*" Video Advertising Message on Youtube, using the The Facet Model of Effects concept can enhance and maximize creative strategies in advertising. Regardless of the creative strategy of creative message engagement, the attractiveness and creative style of advertising execution are part of the success of an advertisement [6].

In the study of Effect of Size, Location and Content of Billboard on Brand Awareness found that Billboards are an important part of advertising outside the home and it is important for marketers to consider the size of billboards by brand, the best location to place billboards and choose content that is appropriate for the board advertising because it increases brand awareness among consumers [2]. Brand awareness increases brand popularity and sales accordingly [12].

3. METHODOLOGY

The research procedure uses case study approach. This study uses a qualitative descriptive method. The primary data was obtained by conducting a direct observation of related advertisements. The results of collecting primary data will be processed together with the secondary data, which was gathered using literature review from the internet, and documentation.

The research will use filling system techniques and use qualitative analysis methods. The filling system technique introduced by Wimmer and Dominick explained about making certain categories to classify the data obtained [13]. After that, the data is interpreted, combined with the concept or theory that supports the understanding of the phenomenon under study. Data is processed using the theoretical basis of The Facet Model of Effects approach, ad appeal and ad execution style. The study presents a case study aiming to make a more detailed, in-depth and thorough study of a specific object, which is usually relatively small in a certain period of time [14]. We did the interpretation of the message objective displayed on the billboard ads of Gojek *#AnakBangsaBisa* and the use of the appeal and execution style in it, which is analyzed in descriptive form.

4. FINDINGS AND DISCUSSION

Gojek, is Southeast Asia's leading on-demand, multi-service tech platform providing access to a wide range of services including transport, payments, food delivery, logistics, and many more. Founded in 2010, it provides solutions to Jakarta's ever-present traffic problems in mind, Gojek started as a call center with a fleet of only 20 motorcycle-taxi drivers (ojek) [15]. Gojek often makes new innovations. *#AnakBangsaBisa* is an advertising campaign conducted by Gojek company in commemoration of the 73th anniversary of the Republic of Indonesia where Gojek made advertisements using billboard. In its billboard advertisements, Gojek poured the creative idea that were never thought of by other similar product brands in using a billboard ad.

The billboard ads of Gojek *#AnakBangsaBisa* made as a huge *bunga papan* as a token of appreciation to Indonesian brands that have made Indonesia proud in the eyes of the world. The purpose of this campaign is to show and remind the public that the works of Indonesian nation's children have the power to compete in the international market. Overall, the visual strategy displayed on Gojek billboard ad is to show some interesting, easy-to-remember, and informative aspects. The billboard ads is also not made like other conventional media. In this type of advertisement, the application is very dependent on external factors such as the selection of ad placement locations. The location of Gojek billboard ads is placed effectively, namely choosing a location with a tall building and the center of the crowd. In addition to the location of placement, color is also the strength of billboard advertising. Colour becomes the center of attention that is strong enough to attract audiences who see it and raises in association with certain brands. The Billboard ad of the Gojek *#AnakBangsaBisa* can be dominated by green

which is the colour of Gojek's corporate identity and the emphasis on red and white as Indonesian national flag's colour.



Figure 1 a Billboard ad of Gojek #AnakBangsaBisa (Source: Citrapariwara, 2018).

4.1. Analysis of The Facet Model of Effects

Judging from the creative strategy with the aim of message perception, Gojek created three billboard ads which were designed to resemble giant *bunga papan*, whose originally 2 by 1.5 meter, transformed to 30 by 15 meter in size. Those billboards stole the attention of the target audience through visual elements, using 17.000 plastic flower per billboard.

They were arranged in such a way as to form a real *bunga papan* that is commonly seen by the Indonesian people. Besides that, the colour also adds strength to the ad. Awareness of the target audience can be achieved through the first impression when viewing the billboard ad. Although it is very different from the billboard advertisements ever made by Gojek, there is a very strong element, namely the dominant green color, which reminds the audience of Gojek despite the absence of information that emphasizes the products marketed by Gojek itself.

Viewed from creative strategies with the purpose of cognitive messages and information from the billboard ads of Gojek #AnakBangsaBisa, it was delivered with the copywriting namely "thank you", "we are proud", "#anakbangsabisa". This copywriting is repeated in several billboard ad series and are rational because it emphasizes the message that wants to convey that Gojek is also an Indonesian domestic product as well as other brand products mentioned in the ads, such as *Kopiko*, *Tolak Angin* and *Kapal Api* where these products are generally known as quite a superior domestic product.

Judging from the creative strategy with the aim of the affective messages, The billboard ads of Gojek #AnakBangsaBisa can create a positive and emotional feeling of the Gojek's target audience through the copywriting which is short and simple but hitting with its target market who are technology savvy millennials. Especially in the section #AnakBangsaBisa where the hashtag is now one of the things that is very attached to

the millennials, this billboard ad hashtag of "*Gojek #AnakBangsaBisa*" has finally become viral on social media because the audience feel close and like it. Not only that, using heartfelt congratulations could motivate and entertain the public. The message of the campaign of these three giant *bunga papan* billboard ad through the copywriting is a thankful to made Indonesia proud:

1. "*Terimakasih Tolak Angin, kami bangga #anakbangsabisa membuat jamu Indonesia mendunia, dari Gojek*", which translated as "Thank you *Tolak Angin*, we are proud that #ournationschildrencan make Indonesian herbal medicine go global, from Gojek "
2. "*Terimakasih Kopiko, kami bangga #anakbangsabisa populerkan permen kopi Indonesia sampai ke luar angkasa, dari Gojek*", which translated as "Thankyou *Kopiko*, we are proud that #ournationschildrencan make an Indonesian-made coffee candy popular even till outer space, from Gojek "
3. "*Terimakasih Kapal Api, kami bangga #anakbangsabisa bikin kopi Indonesia diminum lebih dari 80 negara, dari Gojek*", which translated as "Thankyou *Kapal Api*, we are proud that #ournationschildrencan make people from 80 countries drink authentic Indonesian coffee, from Gojek"

Judging from the creative strategy with the aim of persuasive messages, the billboard ads of Gojek #AnakBangsaBisa can change the attitude of the target audience to take pride in being an Indonesian and increase the confidence to choose Gojek compared to other brands. Gojek also send hundreds of real *bunga papan* for brands, actors and actresses, musicians, talents that have made the country proud such as: Garuda Indonesia, *Mayora-Torabika* coffee, *Kuku Bima EnerG*-energy drink, actor *Iko Uwais*, film maker *Joko Anwar*, etc to extend the campaign. Gojek using and having them to thank at social media. The humor in the billboard advertisement "*Gojek #AnakBangsaBisa*" can be also seen from the intriguing sentence used, such as '*melekin mata ngantuk di 3 benua*', which translated as 'open wide-the sleepy eyes in 3 continents'. Apart from that, using the #AnakBangsaBisa, Gojek invited Indonesian people to enliven the #AnakBangsaBisa tag on social media for thanking other Indonesia talents so that it indirectly attracted a wider audience. The interesting part is even though was not the official sponsor of the Asian Games, Gojek engaged in real time and sent those flower boards to all athletes that won in the Asian Game.

Judging from the creative strategy with the aim of the association message, the billboard ads of Gojek #AnakBangsaBisa can be easily recognized and remembered through the emphasis on green and the placement of the Gojek logo on the bottom of the billboard without being distracted by other visual

elements. The activity of thanking other brands also reflected to the symbol of collaboration where in the end it indirectly strengthened the identity and brand association of Gojek as a local pride brand whome were flexible to work together to achieve a better Indonesia.

Judging from the creative strategy with the aim of messages in changing behavior, A positive attitude towards message objectives increases the audience to continue using Gojek's services and invites the audience to share information using Gojek's hashtags through social media.

4.2. Analysis of Advertising appeal and Creative Excecution Style

Every ad that is made by a particular brand certainly has an emphasis on a certain appeal. The billboard ads of Gojek *#AnakBangsaBisa* emphasizes more emotional appeal. This can be seen from the use of ideas that are not directly related to the products offered by the brand, namely *bunga papan*. So that the billboard ads of Gojek *#AnakBangsaBisa* is dominated by green colour so that the audience will selectively recall the Gojek brand whose colour is dominated by green. The selection of other brands included in the advertisement (*Kopiko, Tolak Angin, Kapal Api*) creates a feeling of closeness and pride because those brands are old and ageless brand that already exist and still survive for generations.

In addition, the hashtag *#AnakBangsaBisa* brought the audience a positive feeling where the audience felt enthusiastic and caused a sense of pride in themselves as part of the nation's, Indonesia. So that the audience routinely participates in enlarging the hashtag by sharing it through social media so that ad exposure is indirectly broader. In the end, this emotional appeal can have a strong and positive effect on Gojek so that it can increase the loyalty of the target market.

Creative execution is how an advertising appeal is displayed. An advertisement must have an appeal or a meaningful message to convey to the target audience but the way in which the ad is executed also becomes important. Judging from the creative strategy based on the style of creative execution in the billboard ads of Gojek *#AnakBangsaBisa*", it was executed through a combination of slice-of-life, humor and personality symbol creative execution style. The creative execution style of Slice-of-life can be seen from the use of the *bunga papan* as a form of gratitude which is usually used by the Indonesian people to celebrate and congratulate something big. The creative execution style of humor can be seen from the intriguing sentence used, as described above. It was also seen in the idea of using giant and striking *bunga papan* itself. The creative execution style of the personality symbol can be seen from the emphasis on using green colour and Gojek logo which directly convey advertising messages so that the audience can identify the products or services offered.

The billboard ads of Gojek *#AnakBangsaBisa* had been viral and published by media such as The Jakarta Post, Kompas.com, Mix, Media Indonesia, etc. Gojek had become the first brand campaign recall during Asian Games 2018. Gojek made 428.126.944 of total media impressions, with value \$1.156.053,68 in total media earned. From the perspective of Key Opinion Leader, Gojek reached equal to the value of Rp.186.500.000, -. The campaign had 70% higher positive mentions, compared to its competitor, and it cost 37x lesser budget spending than the official sponsor of Asian Games.

5. CONCLUSION

The creative strategy of the billboard ads of Gojek *#AnakBangsaBisa* was very strong and well executed. The creative team succeeded in maximizing the creative strategies based on the concept of The Facets Model of Effects through perception, cognition, emotion, persuasion, association, and behavior. The advertising appeal used in *bunga papan* billboard ads through an emotional appeal and creative execution style through slice of life, humor, and personality symbol can build brand awareness and associations of Gojek and also bring positive feelings through a celebratory atmosphere and motivate the positive attitude of the community to continue sharing the happiness and proudness of local products.

Apart from its creative strategy, the success of the advertising campaign was not only seen based on the evaluation on billboard advertising but also from the overall integrated advertising campaign program. With a series of activities in the Gojek *#AnakBangsaBisa*" campaign, they succeeded in stirring the hearts of many Indonesian people with the spirit of *#AnakBangsaBisa*. Besides, not only did the campaign thanks how many local and individual brands have succeeded in making Indonesia proud, the campaign was also about Gojek appreciation, achievements and its vision for a better Indonesia through collaboration.

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