



# Viral Marketing Analysis of Khong Guan Animation Advertising Version a Sweet Memories

Velda Ardia<sup>(✉)</sup>, Dinaira Khalisa, K. N. Jamiati, and Istisari Lageni

Universitas Muhammadiyah Jakarta, Jakarta, Indonesia  
veldaardia@gmail.com

**Abstract.** This ad is wrapped in a type of Japanese animation-based called anime that young people are currently loving. Lately, the number of anime fans has made this ad a trending topic on social media to become number three on Twitter's trending topic chart. It is infrequent for Khong Guan to explore this line. Moreover, knowing that Khong Guan is one of the legendary products that has been loyal to its concept since the beginning of the release makes Khong Guan considered outdated. With the release of this animation-based advertisement that has become viral among young people, it is regarded as a marketing strategy is chosen by Khong Guan to build an innovating on their promotions to enter the young people as the target market. This study uses a qualitative descriptive analysis method that uses data collection such as interviews and literature studies. Based on the research results, Khong Guan's viral marketing strategy using animation can attract the target market of young people because of the high number of anime fans. This can also increase awareness in millennials and generation Z as people who are sensitive to technological developments. Although it's not something new, the use of animation in general as an advertisement is an alternative step due to the pandemic, making it difficult to shoot in real life.

**Keywords:** ads · animation · viral marketing · Khong Guan

## 1 Introduction

Advertising is one of the most popular types of marketing media. Advertising is considered relatively effective because it has audio visual elements. Advertising also aims to persuade the audience to buy the brand. In addition to persuading audiences, advertising messages serve as reminders of a product, goods or service, so that consumers always know the development of a particular product or brand. Advertisements are given an interesting touch which is expected to attract consumers' attention so that consumers then have an interest in the product and create a preference for the brand. Lately there have been many advertisements that pour their visuals in animation with the aim of making the advertisements more attractive so that the audience who watches the advertisements will be easier to remember.

Animated advertisements are believed to have the power to present messages in a unique graphic form that creates an out of the box sensation and is up to date given the huge market for animation lovers. Especially during this pandemic, most brands are marketing through digital advertising to attract the attention of customers who are active at home and online, animated ads are considered easier to attract consumers' attention. YouTube online platform on May 19, 2020 with the title *Memories Sweet* in celebrating the celebration of Eid al-Fitr. According to Emil Darmono, Serena's Marketing & Sales Director in an interview for an article on the online media portal player *Bisnis.com* (2019), he explained, due to the times, Khong Guan also began to circumvent the market by targeting the segmentation of young people or so-called millennials, after previously only focusing on families and targeting the lower middle market. It should be noted that there is a truth in Khong Guan's choice to focus on building a product instead of focusing on building a brand.

Emil said that Khong Guan must be more diligent in improving and actively promoting before Khong Guan's 50th year. According to an article published on the official Top Brand Award website written by Ivan Mulyadi (2020), brands are increasingly not having a big influence on teenagers. Many teenage consumers are increasingly showing no loyalty to certain brands, even though they have long liked or used them. Most of these teenagers are able to quickly switch to another brand if there is a better brand or similar product. The tendency of teenagers to change in terms of trying is also higher because they tend to have a nature that gets bored quickly. This can actually provide an opportunity for other brands or products in the existing competition, as well as to challenge brands that are known to be superior in order to maintain and even improve their position.

In improving marketing promotions with various media, it can be seen that marketing promotions need variations from what has been done by Khong Guan, one of which can attract a broad millennial market and make variations in packaging promotions. In this regard, animated advertisements are considered to be an alternative in packaging Khong Guan advertisements with a different appearance. This shows that Khong Guan seems to be trying to take advantage of viral marketing, in terms of advertising packaging and media selection. Although it looks unique, basically each strategy has its own advantages and disadvantages, as is the case with this Khong Guan ad.

In accordance with the description above, it seems that Khong Guan is trying to reach the millennial market by using animated ads and social media in carrying out viral marketing strategies in the minds of teenagers who are busy liking anime and is a determinant of how brands maintain and even increase their existence in the future. So, it will be interesting if research is carried out with the title "Analysis of Viral Marketing of Khong Guan's Ads Version *Sweet Memories*."

## 2 Research Objective

Animated advertisements produced by Khong Guan have various purposes. One of them is proof that Khong Guan is a product that follows the times by using viral marketing strategies, where things related at that time were processed so as to create something that are easily accepted by the community without requiring a special approach and big

budget. Not only from the use of the animation itself, but also in accordance with the storyline shown. Various benefits as well the disadvantages of using this viral marketing strategy were investigated to prove its effectiveness. Viral marketing has two assessment indicators, namely economic and non-economic which are described among them are acquisitions customers, customer satisfaction, customer loyalty and popularity level. While animated ads have four assessment indicators, namely motion graphics, sound effects, storyboards and solid drawings. Indicator of both variables are taken from the discussion contained in the theoretical study.



Screenshot scene iklan Khong Guan Ads

### 3 Literature Review

#### Viral Marketing

Viral Marketing is a marketing technique that use social media to achieve a marketing goal certain. The concept works like the reproduction of viruses, namely: reproduce themselves, making this concept called Viral Marketing. Viral Marketing can be in the form of word of mouth marketing mouth (Word of Mouth Marketing) which is strengthened by activities marketing and the effects of social networks. According to Armstrong and Kotler [1], “viral marketing is the Internet version of word of mouth marketing, that involves creating an E-mail message or other marketing event that is so infectious that customers will want to pass it along to their friend,” or “Version the internet from word of mouth, which has a relationship by creating an e-mail or marketing method that is very contagious so that consumers or customers are willing or willing to spread and pass it on to their friends”.

Viral Marketing Indicator According to Sutisna in Surniandari [2] it states: motivational basis for consumers to talk about the product or services, namely: Engagement with Products Someone may be so involved with a product certain or certain activities and intends to talk about about it with other people, so that a process occurs Viral marketing communication.

Product Knowledge Someone may know a lot about the product (excellence, taste, quality of the atmosphere of the place) and using conversation as a way to inform to another. In this case, viral marketing can be a tool to instill the impression to others that we have certain knowledge or skills.

Talking about Products One might start a discussion with talk about something that is out of the focus of the discussion. In this case it might be because there is an urge and

desire that other people should not be wrong in choosing goods and don't waste time searching for information about a product brand. Reduce Uncertainty Viral marketing is a way to reduce uncertainty because by asking friends, neighbors or family, the information is more reliable, clear and there is an interesting impression, so it will also reduce time brand search and evaluation and will eventually improve purchasing decisions.

Advertising According to Kotler [3] advertising is commercial and non-personal communication about an organization and its products are transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct posting, outdoor billboards, or public transportation. It is also known by the various activities carried out between company to communicate the benefits of its products and to convince target consumers to buy it. Advertising are all activities aimed at increasing the level of demand for marketed products by communication between producers and consumers. According to Morissan [4], advertising has many techniques including advertising factual message, scientific proof advertisement, demo advertisement, advertisement comparison, prove ads, life trailer ads, animation, fantasy, dramatization and humor.

Some additional benefits of animation as below: a. Animated characters can be timeless. b. There are no limits when it comes to animations. It can achieve the most fantastic and interpreted special effects in the most intangible environment without logistical pressure and possibilities. Whatever imagination you want can be made. c. Every idea can be brought to life at a very reasonable cost in terms of production method d. Animations are especially effective when marketing products that are aimed at children. They are on good terms with cartoon like a picture so that advertising uses animations catch their attention easily [5].

## 4 Methodology

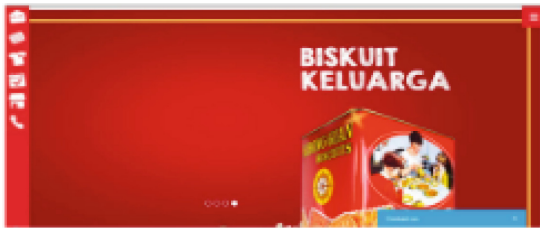
This research is descriptive qualitative research. This study uses a qualitative method where the objectives are to analyse how effective the use of Khong Guan animated ads is Guan version of A Sweet Memories as a viral strategy marketing. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the what of the research subject than the why of the research subject. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on why a particular phenomenon occurs. In other words, it describes the subject of the research, without covering why it happens. The aim of this research is to get actual data, which focus on research result by do some interview, observations, and documentations.

## 5 Results

Viral Marketing a. Product engagement 1) How about version of Khong Guan's animated ad Sweet Memories go viral as one of the products known to advertise when ahead of Eid, Khong Guan innovates on ad to make it look different. There are two contexts that make this ad viral based on the content, which is because of the busy anime format audience among young people and very good storytelling according to the current situation. Apart from the content context, there are some external things outside of the content itself,

namely: a) Existence of communicator psychology; where is the influence of people who talk about it so that go viral. b) Khong Guan's credibility in society. c) Attraction owned content; of the anime format that are in great demand and the packaging of the message. d) Action, namely by soft selling on advertisements and contents the message Product consumer involvement has influence to the viral ad As one of the legendary products, Khong Guan has been consumed from generation to generation so that it becomes top of mind in the community, so that the presence of advertisements in the form of This anime certainly surprises its consumers. Then become the subject of consumer conversation which later becomes go viral because of it.

Khong Guan's marketing strategy in following current development Despite innovating through animated ads, in fact Khong Guan's marketing strategy is not enough to follow the development of the times because it is only "one-off" or one time broadcast, which should be more intense in promote it especially by taking advantage of a lot other social media platforms as appropriate communicators with the target market. In terms of advertising, Khong Guan needs consistent in making something that can keep reminding consumers on their products, such as advertising or marketing.



Motion graphics 1) The attractiveness of the animated ad display to watch. The use of anime as a type of animation in Khong's commercials This guan seems to be able to attract the attention of the audience to watch till the end. Characteristic of anime wrapped with very good so that it makes it easier for anime connoisseurs to recognize this type of animation. b. Sound effects 1) The suitability of the sound effects used. The use of sound effects in this ad even though the quality is not perfect, but it fits perfectly in representing and brings the atmosphere that is being built. Sound elements in in advertisements such as changes in tone and genre that follow changing times as shown in the ad, as well as wrapping sound effects in building an inner atmosphere This ad is also a brilliant id. Storyboard Ease of understanding the storyline and voice over the storyline and voice over of this ad is very clear and easy to understand. Addition that the narrator of voice over succeeded in bringing the mood and creator of mind from the audience to understand the content of the message.

Impressions displayed through animated ads The initial impression shown in this ad is because animation style that uses anime and how the packaging is still in the Japanese impression but still showing the locality of Indonesian culture. Even though it's not a thing new, but the use of this anime does have a stopping power for the audience. Solid drawing. Character depiction the depiction of the characters in this ad is very clear and easy to recognize. Each character has a characteristic so that easy to distinguish. The

addition of characters outside of the nuclear family considered to add to the emotional impression, where warmth occurs through more widely dispersed connections.

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Talking about products 1) Khong Guan's impressions and messages shown in advertisements Khong Guan as a product that has become a mainstay family and passed down from generation to generation, trying to give impression of the warmth of the family and the message that they still the same as before even though times have changed and as cross-generational bridge. 2) Message outside about the product that is trying to convey through advertising Messages conveyed implicitly through storytelling in the form of graphics and sound in advertisements. In this ad implied message to hold a family gathering that has become culture in Indonesia, even though you have to go through online meetings due to the pandemic situation. The old culture that has been implanted in the community but in this condition, it can still be done with the new culture. Beautiful old memories for recalled and immortalized is also in the message at this ad.

## 6 Discussion

Basically, every brand has its own way of doing things promote their products, one of which is by making advertisements and managing marketing strategy planning. In this era, everything has been increasingly sophisticated, making it easier for advertisers and marketing actors to reach the target audience. Almost all people in Indonesia have social media and, on this scale, there is also a desire to attract the attention of other users by going viral. It is then This is called viral marketing. From individual to large scale, all parties are vying to be viral by becoming the center attention through the content created, including Khong Guan. All things have a chance to go viral. But the most important thing is known what and how the content of the message to be conveyed. Though So, not everything can just go viral. In Indonesia itself, there are There are several elements so that ads can go viral, namely: 1. Must be insightful 2. Contains elements of comedy 3. Sensational 4. Contains horror elements from the uniqueness of some of these elements, there will be action from the audience to spread it wider so that it becomes viral.

## 7 Conclusion

Viral marketing in general does not have a special formula. All things can have the opportunity to go viral but not everything will go viral just. It is the audience who will

determine whether it is interesting to be discussed or not. If yes, then the topic will be more widely discussed so it went viral. Khong's use of anime-based animated ads Guan is a viral marketing strategy that has been designed to achieve youth market among millennials and generation Z to create awareness in addition to the image of Khong Guan which seems old school. Anime selected due to the increase in anime fans in recent years especially among young people.

Selection of YouTube as a platform to display its ads is the right choice that is easily reached by young people. Not again the power of communicator actors who are able to reach a wider audience in conveying information related to this advertisement, the more audience who talked about this ad and made it go viral. Apart from anime base, this Khong Guan animated ad is considered very relevant to circumstances so that it has a close relatability to consumers. The packaging of this advertisement is through motion graphics, sound effects, storyboards and the solid drawing is visually and conceptually satisfying the whole story. Although not new, the use of line animation large as an advertisement is a positive step due to the situation pandemic that makes it difficult to shoot for real, so animation options can be an alternative.

Among them are the lack of consistency in develop this ad so that it only goes viral at one time because "one-off" or once aired, because the audience needs a reminder the existence of advertising with this concept so that it requires continuity. The use of trending anime also has no power to changing the image of Khong Guan in the eyes of consumers as an old-school product because product innovation is also needed. Use of media in spreading the ad is also considered less widespread so that Khong Guan missed the opportunity to reach a larger audience.

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