The Visual Design of Cocoina's Digital Advertisement

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Abstract. In order to be different and visible in the face of the flood of information flows, we need a visual design that is not only creative but also appropriate for digital advertising. This study tries to find out aspects related to digital visual advertising design from Cocoina. The formulation of the research problem is; How the Visual Design of Cocoina's Digital Advertisement? The purpose of this research is to find out the design and final form of Cocaine's digital advertising visual design. Using a qualitative approach with the constructivist paradigm carried out in this study. Knowing how advertisers construct digital advertising visual designs into the final form of digital advertising visual designs before they are produced and ready to broadcast. So that they can communicate what Cocoina wants to convey to the publics. It is hoped that this research can provide benefits and references as well as input for further research in developing and implementing digital visual advertising designs.

Keywords: advertising design · digital advertising · online advertising · visual advertising · advertising

1 Introduction

Advertising has become a part of the life of everyday people who every day is exposed to advertisements, from waking up to sleep again. There are so many forms and various types of advertisements that exposed the public, either directly or indirectly. So that advertising is still one of the ways that are widely used by advertisers to communicate with the community.

Advertisers must be able to display uniqueness in their advertisements, so that they look different and stand out from the crowd of advertisements that flood the public. Especially in today's digital era with the internet. The flow of information is changing so fast and keeps changing in just a matter of seconds. Advertisements must be able to attract people to turn to see it.

A visual design is needed that is not only creative but must be appropriate for advertisements to enter the digital world. It also able to adapt to the digital ecosystem in it. So that advertisement not only communicates with the public as a market but is able to become the center of attention.

As Cocoina did; brand of coconut sugar products, which is trying to formulate and implement the visual design of its digital advertisement. In order to be different and visible in the face of the abundant flow of advertising information in the digital world. Able to convey the advertising objectives that have been set.

The visual design of digital advertising by Cocoina to get out of the crowd and look different, can be attributed to the constructivist paradigm. Disclosing and analysing social reality about existing social constructions objectively. The surrounding social reality that exists with its own construction is interpreted by itself, which is relative [1, 2] in achieving advertising goals. The question that arises is; How the Visual Design of Cocoina's Digital Advertisement? The purpose of this research is to find out (1) the visual design of Cocoina's digital advertisements and (2) the final form of the visual design of Cocoina's digital advertisements.

2   Literature Review

Advertising and Digital Advertising
Various forms of paid communication messages, in general advertising can be interpreted. As said by Kotler and Keller [3] which was clarified by Moriarty et al. [4] that advertising is a non-personal presentation and promotion in all forms of paid communication using the media by an identified sponsor. There are different forms of advertising; such as: paper and digital advertisements through social media [5].

Internet and www are a container of digital advertising that has many aliases, such as: internet advertising, online advertising, or web advertising. Online advertising is a form of promotion that uses the internet and the world wide web. Digital advertising on the internet has gone beyond traditional media advertising by purchasing advertising space on web pages aimed at conveying marketing messages [5–8].

The internet space is translated into visuals or images [8] and advertisers will be creating ad campaigns with display ads in various creative formats [9]. Ads will be more attractive to the audience in various variations including video, sound clips, text and combinations thereof [10].

Ad Design and Digital Ad Design
The message must be strong by making various interesting visualizations and advertisements must be in harmony with a harmonious unity and structure [11]. Advertisers will be creating ad campaigns with display ads [9]. In the creation of advertising messages there is a creative concept of 'Big Idea' [12], a creative strategy phrase that combines art and science [4] to communicate what and how to communicate it so that brand claims are reflected [3]. Except for radio, advertisements in all media rely on verbal and visual information in presenting advertised product information [13] with developing all concepts and write copy for ongoing advertising visuals [8].

There are five different types of advertisements found by Rodgers and Thorson [14] which are reinforced by Rajalakshmi and Rani [15] on the internet; namely: (1) Sponsors, advertisements that appear on certain sites or in specific sections of the site, (2) Sponsored link words are words or phrases and sometimes graphics to link to other

websites for users, (3) Commercial sites, carriers of ad formats that have many online ad format options, (4) Pop-up advertisements, advertising windows that appear when someone browses the site, and (5) Banner, part of a website page in a horizontal or vertical position which is a link to another advertiser's website.

Advertisement Visual and Digital Advertisement Visual

Through various formats using various design elements, advertising visuals are designed including for digital ads. Treat visual design and images in advertisements as important factors [13]. Includes a combination of image and text [13] as well as ad size, location, and creative elements such as colour, interactivity, and animation [9] to create an attractive effect for the audience.

Visual communication attracts attention [13]. Visual design ideas play an important role to enable attractiveness and distinction in advertising by using elements such as signs, symbols, illustrations, colours, images, and logos [11]. Advertisement visual using images, slogans, and symbols; effective in telling stories quickly in a simple, easy to understand, and emotionally appealing way [16].

3   Methodology

This research was carried out for 3 (three) months from May–July 2021 in the city of Purwokerto, Central Java. A qualitative approach with a constructivist paradigm is used for data analysis techniques in this study. Knowing how advertisers construct digital advertising visual designs into the final form of digital advertising visual designs before they are produced and ready to broadcast. Creative ideas, translated into visuals or images into the internet space in various creative formats. Act to define what to communicate and how to communicate the brand or product. Construct Cocoina's digital visual ad designs into various creative formats using various design elements.

The constructivist approach has the basic assumption that reality is formed and constructed, not on the basis of nature or divine intervention. The same reality will receive different responses, meanings, and constructions according to the interpretation and understanding of each individual through their experiences.

The data collection technique used is to collect the core concepts of Cocoina's digital visual advertising creative design materials. Observing and analysing one by one the material that took place during the data collection process. Record one by one the display of material and select. Then grouping according to the research focus and then entering the data presentation stage. Triangulation of data is carried out in the analysis process of this research. By browsing references and related studies on advertising, digital advertising and the constructivist paradigm.

4   Results

Cocoina Overview

Cocoina is a brand of coconut sugar products. This Cocoina product is different from those already on the market, not in the usual molded form but offered in the form of

Fig. 1. Cocoina's Brand. Source: Cocoina [20].

Fig. 2. Cocoina's Product Photos. Source: Cocoina [20].

crystal sugar, such as granulated sugar. As a characteristic that has to be offered to the market.

Educate and inform about the advantages of coconut sugar both in terms of health and also the taste and durability of the product. It also as an alternative product for individuals who have to diet glucose because it contains less glucose. Information to be conveyed in Cocoina's digital visual advertising materials.

Cocoina Brand and Product Photos

Carrying a logogram with various elements and dominant colours of green and brown and a white background, the Cocoina brand; Fig. 1. A brand that constructs a reality of fertility, growth [17], prosperity and luck [18] from green. Its relationship with local Indonesian culture is symbolized as heaven (Islam) [17]. Natural, reliable [18], comfortable and durable [19] from brown. White background as perfect and holy [17] as well as goodness and purity [18].

Friendly product packaging; kraft paper, white in color with several elements such as images, slogans, and symbols into a single unit as a photo of Cocoina products with a white background, Fig. 2. A photo that constructs a reality about perfection and honesty [17] as well as purity and cleanliness [21] from white. Cocoina's reality construction is shown subjectively in influencing the market when communicating product features. The reality of Cocoina's attitude in communicating the uniqueness of the product as an element in digital advertising visuals.
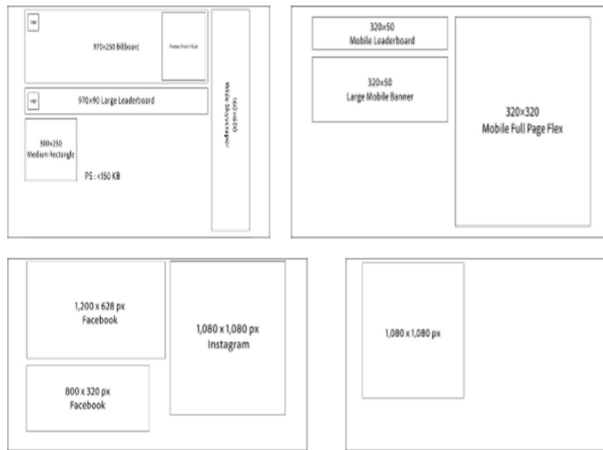
Fig. 3. Design of Desktop Layout, Mobile Layout, Design of Social Media Layout and Social Media Weekly Post Layout

5   Discussion

Cocaina's Digital Advertisement Visual Design

The provision of raw material for sugar substitute is a brand statement from Cocoina because it has a lower glycemic index than ordinary sugar. Without intending to replace granulated sugar but as an alternative to granulated sugar, the main benefits of consumers are provided. Information that forms the basis of Cocoina's digital advertising visual design in formulating big ideas and what is communicated about brand claims.

Through banners; Fig. 3, how to communicate the visual design of Cocoina's digital advertisements is done. Start by sketching layouts for desktop, mobile, social media and social media weekly post. Using various elements such as ad size, location, and other creative elements.

Various design elements in visual ideas are used to create the visual design of Cocoina's digital advertisement. Ideas constructed in the form of banners; part of a website page. Create designs in various sizes, layouts for various digital devices, and their placement positions.

The social reality of Cocoina in creating knowledge and influencing the knowledge that has been produced. Done to communicate with the audience and consumers. Symbolic social interactions in different environments that exist in society as audiences and consumers.

Making some illustrations is also done in the form of symbols; Fig. 4, so that the stories told are easy to understand and attract emotions. The story about the advantages of coconut sugar in the form of crystals like granulated sugar.

Cocoina's ability to influence the means of communication goals that have been set. Shaping public knowledge as consumers in product introductions and acting in accessing products.

Fig. 4. Illustration of Coconut-Slime, Coconut Sugar in a Spoon, Coco-Coconut Sugar.

Fig. 5. Final of Visual Design Desktop, Mobile, social media and social media Weekly Post

In line with what Littlejohn and Foss [22] said, constructivism can be understood in various idealized ways. Built through the banner by sketching the layout and some illustrations. Creating knowledge in the form of digital advertising visual design in introducing Cocoina products to life in the market.

Final of Cocaina's Digital Advertisement Visual Design
Presenting a more attention-grabbing visual communication message, the finalization stage of the design. Used a wider range of creative elements such as color, interactivity, signs, copy, symbols, images, and illustrations for the final visual design of desktop, mobile, social media and social media weekly posts; Fig. 5. As a form of knowledge conveyed in educating and informing about the advantages of Cocoina.

Finalization of the design as a visual communication reality for easy understanding. Reality in receiving the influence of messages to attract attention [13], easy to understand, and attract emotions [16]. Actions taken to help shape public knowledge created by Cocoina for awareness activities. In educating and informing the characteristics and advantages of the product. As a process of doing activities and acting so that self-existence is not displaced.

The description of the final visual design of Cocoina's digital advertisement is done in the form of a preview such as its placement in the internet space; Fig. 6. So that the knowledge created can take place pragmatically. Understanding phenomena in a different and perfect way; that Cocoina products have their own and unique characteristics.

As knowledge that emerges from the reality of the interaction of the final internalization of digital advertising visual design in Cocoina's dialectic process with the market.

Fig. 6. Preview of Implementation Visual Design Desktop, Mobile and social media

A reality that gives knowledge and intrinsic meaning to Cocoina and the market. As said by Littlejohn and Foss [22], that knowledge is acquired as a result of social interaction.

Actions in shaping public knowledge so that the influence of communication messages can be received. Deliver the message from the final digital ad visual design into the preview; Coconut sugar is seen from different sides such as health and aesthetics. Inviting consumers to use their hearts and minds to differentiate similar products from one another.

6   Conclusion

Cocoina is a brand of coconut sugar products that comes from the words Coconut and INA; area code from Indonesia. Sugar from coconut sap is in the form of crystal sugar, like granulated sugar. Presenting a brand in the form of a logogram and product packaging using kraft paper with some creative elements as product photos. The reality of Cocoina's attitude in communicating the uniqueness of the product as a visual element of digital advertising.

The visual design of Cocoina's digital advertisement begins with a brief summary of related product information. Foundation in formulating big ideas and what is communicated. Through banners, a way to communicate the visual design of Cocoina's digital advertisements is done. By sketching layouts for desktop, mobile, social media and social media weekly posts. Also made some illustrations; in the form of: Coconut-Slime, Coconut Sugar in a Spoon, Coconut Sugar so that it is easy to understand and attract emotions. Cocoina's social reality in creating knowledge and influencing knowledge resulted in the introduction of Cocoina products to life in the market.

Cocoina's final form of digital advertising visual design uses more diverse creative elements such as color, interactivity, signs, copy, symbols, images and illustrations for the final visual design of desktop, mobile, social media and weekly social media posts. The final digital advertising visual design is also illustrated in the form of a preview such as the placement that will be carried out in the internet room. As a form of knowledge in educating and informing about the advantages of Cocoina, as an alternative to sugar.

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