



Visual Media Communication Strategy for Education Project xEV Center at PT Toyota Motor Manufacturing Indonesia

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Abstract. Communication is a process which someone tries to provide information by conveying messages to other people. In communication activity there are individuals or groups who are the sender of the message and the recipient of the message. Forms of communication are also divided into several types, namely verbal, nonverbal, written, and visual. In this study, the author focuses on explaining the visual communication used as an educational media in the xEV Center project. The purpose of this study is to determine the role of visual communication as an educational media in the xEV Center project at PT Toyota Motor Manufacturing Indonesia. xEV center wants to introduce the importance of electrification knowledge, which is currently not familiar in Indonesia through visual design, including using leaflets, booklets, and videos. The study used a descriptive study design with a qualitative approach. The location was at xEV Center, located in Karawang, West Java, in Plant #3 area TMMIN Karawang, PT Toyota Motor Manufacturing Indonesia (TMMIN). The research respondents were The xEV Center project, run by the External Affairs Division in the Government Strategic Planning Department and involves several other departments related to project operations. The conclusion of this study shows that the use of visual communication as an educational media can make it easier for the public to understand knowledge about electrification. One of the key points for the successful delivery of visual communication is when designer choosing the appropriate graphic elements such as images, fonts, colors, and layouts. In addition, it is also necessary to plan a communication strategy so that the message to be conveyed in the visual design can be effectively received by the audience.

Keywords: Visual Communication, Design Communication, Education Media, xEV Center, Toyota Indonesia.

1 Introduction

Today the dissemination of information takes place very quickly. The presence of the internet helps each individual or group to communicate without having to meet directly or face to face. Not only that, but the communication also currently happening can even reach globally or worldwide. According to William Albright (1939) [1], communication

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is a social process, in the sense of throwing messages/symbols which inevitably will grow influences on all processes and result in forms of human behavior and customs. Judging from this definition, it can be interpreted that communication can result in forms of human behavior.

Reporting from the DW.com site, one of the issues that is currently being widely communicated by various media and has an impact on human behavior is regarding environmental issues where experts say that climate change that is happening right now if it continues will have an impact on the world's population. -the river of human life and the sustainability of the earth. Based on the busyness of this issue, a conference was attended by various countries in the world to discuss further environmental issues under the name Paris Agreement or the Paris Agreement in 2015. In 2015, almost all country leaders gathered at a conference called the COP 21 Conference. Paris. The conference is under the auspices of the United Nations Framework Convention on Climate Change (UNFCCC) Council. The main attention at the conference was focused on the world's climate conditions, which are feared to get worse if left unchecked.

All state leaders discussed forming a mission to reduce gas emissions to tackle climate change. The existence of the Paris Agreement can be explained by the communication model developed by Harold D. Lasswell. Lasswell's communication model has a one-way flow. This communication model is one of the oldest communication models which is still widely used today. Initially Lasswell's communication model was motivated to analyze mass communication, especially regarding propaganda media in the post-second world war period or to be precise it was made in 1948. However, until now this communication model is still often used to analyze individual communication or group communication that is the target message dissemination. Lasswell developed a communication model consisting of five components including who says what, in which channel, to whom, and with what effect (Harold D. Lasswell, 1948)[2]. When the Paris agreement is translated through Lasswell's theory, it will be a form of a sentence that reads 'experts (who) communicate the adverse effects of climate change (says what) in various mass media (in which channel) to the public (to whom) then finally formed a discussion called the Paris agreement (with what effect)'.

One of the other effects or impacts that were formed after the Paris agreement was the establishment of a Net Zero Emissions target of 2050. Zero emissions or Net Zero Emissions (NZE) does not mean there are no emissions at all in 2050, but human-produced emissions can be fully absorbed by the earth's ecosystem so that nothing evaporates into the atmosphere to become greenhouse gases. The majority of countries in the world are targeting NZE in 2050 while Indonesia itself is targeting NZE in 2060. In order to achieve this target, the Indonesian government cannot work alone, but requires the contribution of all stakeholders in Indonesia. One company that has begun to focus on contributing to achieving this target is one of the largest automotive companies in the world, called Toyota.

Toyota is the largest car-producing company in the world. In Indonesia, Toyota is divided into two, namely PT Toyota Motor Manufacturing Indonesia (TMMIN) as a company that produces cars and their components and PT Toyota Astra Motor as a company that focuses on distributing cars to consumers. TMMIN is developing electric powered cars or electric cars with the basic objective of reducing vehicle carbon emissions. Electric vehicles are vehicles that are fully or partially driven by electricity. The use of electric cars is more environmentally friendly than oil-fueled vehicles which currently dominate the world.

The development of this electric car is based on the issue of zero emission or Net Zero Emission 2050 which was formed in the 2015 Paris Agreement. As one of the contributors to carbon emissions in the world, Toyota Motor Corporation (Toyota global) is committed to contributing to reducing CO₂ emissions through the Toyota Environmental Challenge 2050. This challenge cannot be carried out by Toyota alone, instead it needs the contribution of the Indonesian people to achieve this target. One form of TMMIN's response to the Net Zero Emission target is by establishing the first electrification technology learning center in Indonesia called the xEV Center.

xEV Center is the first electrification technology learning center in Indonesia which aims to educate electrification technology and prepare quality human resources who have the ability and understanding in the electrification era. With the xEV Center, it is hoped that TMMIN can become an agent of change in educating electrification technology so that the Indonesian people can contribute to achieving the 2060 Net Zero Emission target. According to Robbins & Coulter in (Supriyanto, 2016, p.32) [3], the agent of change is It is the person who acts as a catalyst and manages the change that occurs.

Reporting from the uma.ac.id article, the types of communication are divided into 4, namely verbal communication, nonverbal communication, written communication, and visual communication. Of the four types of communication, visual communication is one type of communication that can facilitate the process of conveying information because it is assisted by visuals such as photos, drawings, sketches, etc. According to Suyanto (2007) [4], visual communication or visual communication design is art and communication that is used for business and industrial needs, skills like this can include product sales, advertising/promotion, creating visual identities for agencies, and companies.

The visual communication currently used in the xEV Center is intended as a learning tool or educational medium about electrification technology. According to Surayya (2012) [5], educational or learning media are tools that are able to assist the teaching and learning process and function to clarify the meaning of the message or information conveyed, so as to achieve the planned learning objectives. During the launch preparation process, visual communication became the main focus of the xEV Center in the form of printed media and video. Later, after the official launch of the xEV Center, the plan is for the xEV Center to optimize online media such as websites, social media, etc.

However, for now the forms of media used by the xEV Center during launch preparations include wall charts, leaflets, booklets, and videos. It is hoped that the four media will facilitate the delivery of messages/information about electrification to the Indonesian people so that the xEV Center can successfully achieve its mission, namely the creation of Indonesian human resources who have knowledge and skills in the era of electrification.

2 Literature Review

2.1 Marketing Communication Strategy

The marketing communication strategy used in the xEV Center leaflet is the AIDA strategy (Attention, Interest, Desire and Action). The AIDA strategy is commonly used by big brands in the world in carrying out marketing campaigns. In general, AIDA is a model used in marketing to describe the steps a customer goes through in the process of purchasing a product. In the xEV Center leaflet, the expected output is not in the form of a purchase but a condition where there is an audience action to want to read the xEV Center leaflet material and register a visit to the xEV Center. Another definition of AIDA according to Kotler and Keller (2009) [6], AIDA (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, and take action.

In the following, the author describes the AIDA strategy that was implemented while the author was designing the xEV Center:

1. Attention

Attention is the first step in drafting an AIDA strategy. The aim of attention is to get the audience's attention in the shortest possible time. Generally, the variables in the design materials used to attract attention are in the use of images/photos. First of all, the author analyzes in advance what things can be the main attraction of the xEV Center. After doing the analysis, it was found that the interesting thing that could attract the audience's attention was the futuristic and unique shape of the xEV Center building. So the author makes the photo of the shape of the xEV center building a highlight point on the front/first page of the xEV Center leaflet.

2. Interest

After getting the attention of the audience, the next is the interest stage. Interest is the stage where the material presented can create a sense of audience interest to see or even read the content. In the xEV Center leaflet, the majority of the material presented contains only point by point so that the audience does not feel bored while reading the content. Apart from that, you also need to pay attention to the selection of colors, fonts, and attractive visuals/photos. The author describes various photos showing the facilities in the xEV Center as well as the experience that xEV Center visitors will experience.

3. Desire

After the audience has enjoyed the material in the xEV Center leaflet, the next step is to create a desire. The desire stage is a crucial stage because the two

previous processes that have been passed may stop at the desire stage. Generally, the method used to create an audience's desire is to display material that focuses on benefits, not on features. Why are the benefits because humans only want to buy a product if they already feel comfortable with the benefits offered by a product. The key is in the familiar because content that explains features may not be understood by the audience but if the product features are translated into the form of product benefits for the audience's daily life, it is hoped that the audience will more easily feel the compatibility between the benefits offered by the product and the product being offered. audience need. After formulating the behavior of the audience in reading the content, the writer places material containing what benefits the audience gets when visiting the xEV Center. The sentences used are in the form of point by point so that the reader does not feel bored when reading the material.

4. Action

The last stage which is the key to the success of the AIDA strategy is the Action stage. After the audience has seen and read the content, it's time to invite the audience to take further action to buy the product. Its application to the xEV Center leaflet is to place a call to Action on the last page of the xEV Center leaflet. First the author describes the process flow for visiting the xEV Center then on the last page of the leaflet, the author works together with other teammates to make a QR Code which contains an inserted link for registration for xEV Center visits. Next, the author displays a Call to Action in the form of a sentence that reads "scan for registration" or in Indonesian means scan the code to register a visit. To further spice up the audience's sense of action, the author also emphasizes the sentence "FREE without charge" so that the audience does not hesitate to register their visit to the xEV Center.

2.2 Creative Advertising Strategy

In the xEV Center project, there are two types of visuals used during the electric vehicle education process for the audience. The first is in the form of a flat graphic design (leaflet & booklet), the second is in the form of a visual video. However, the main concern in the elaboration of creative advertising strategies here is the process of making leaflets. This is because the theory that will be explained below is the application of copywriting strategies in making leaflets. Copywriting is generally defined as the act of writing text for advertising or marketing purposes. Copywriting aims to increase brand awareness so that in the end it can persuade the audience to take certain actions. According to Moriarty, et al (2009) [7], copywriting is a process for showing the value and benefits offered by brands. Workers who make a copywriting are called Copywriters. A copywriter is someone whose role is to create, shape and create word art in advertising. In the xEV Center leaflet, the author uses a copywriting strategy called the message strategy. The message strategy contains various ways of developing sentences or messages into creative messages. The message strategy consists of 3 types including:

1. Consumer based: Benefit strategy. Before & after strategy, and Picture yourself strategy

2. Saving as the star: Value strategy and Make sense strategy
3. Product focused: Feature strategy, Abundance strategy, Quality strategy, Product demonstration strategy, Product comparison strategy, Testimonial strategy, Icon strategy, Information strategy, Uniqueness strategy, Product as hero strategy, Come from behind strategy, Brand-centric strategy, Product-centric strategy, Company history strategy, Company founder strategy, Performance strategy, Positioning in the marketplace strategy, Stamp of approval strategy, and One-word strategy

Based on the three types of message strategies that have been described, the author does an analysis first in determining the strategy to be used. After analyzing it was found that the right message strategy used for leaflet media was product focused using an information strategy type. Information strategy is a strategy that explains the product in detail. The reason for selecting the information strategy is based on the lack of knowledge about the use of batteries in electric vehicles in Indonesia and the form of media leaflets basically aims to explain detailed information. The similarities between the problems faced by the xEV Center and the information strategy function determine the writer in designing a copywriting strategy.

2.3 Media Strategy

The use of leaflets in the xEV Center project can be categorized as below the line (BTL) media because it uses print-based media. According to Pujiyanto (2013) [8], Media below the line (BTL) is usually in the form of activities such as distributing merchandise and sales promotions with various information and communication media such as brochures, pamphlets, catalogs, stickers, etc. The goal of BTL media is to bring products closer to building a special experience and maintaining loyalty. BTL media is divided into several types including Direct marketing, Brand activation, Email marketing, Sales promotion, and Catalogs based on various types of BTL media. After being considered by the team, the xEV Center will use Direct marketing. Direct marketing is a below the line activity that reaches the target audience with direct messages without using old media such as TV and radio. Common forms of direct marketing that are used include Brochures, Leaflets, Booklets, Flyers, Coupons, Phone calls, and Emails.

2.4 Visual Communication Strategy

While working on the xEV Center project, the author uses several related theories in completing the project so that it is on target such as Visual Communication Design or DKV according to Adi Kusrianto (2007) [9], is a scientific discipline that aims to study communication concepts and creative expressions through various media to convey messages and ideas visually by managing graphic elements in the form of shapes, images, fonts, colors, and layouts.

According to Sadjiman Ebdy Sanyoto (2005) [10], color is divided into two, namely physically and psychologically. Color physically is the nature of the light emitted, while color is psychologically part of the experience of the sense of sight. There are three

important elements of the meaning of color, namely objects, eyes and elements of light. According to Goethe (1970) [11], each color has a certain impression and influence, be it a positive or negative impression, on human emotions. In the xEV Center leaflet you can see that the color is dominated by blue. The blue color on the leaflet departs from the basic color of electricity. Electricity is often visualized by using the color blue. Because the content of the xEV Center leaflet contains electricity or electrification, the author believes that using blue can create the impression of electrification. According to Lois B. Wexner (1954) [12], each type of color has a relationship or association with mood. According to Wexner, the blue color can overcome insomnia, anxiety, migraines and high blood pressure. In a business context, blue is considered capable of giving a professional impression, a symbol of strength and trust.

Typography according to Danton Sihombing (2001) [13] is a visual representation of forms of verbal, visual, and effective communication. This means that the selection of typography or fonts must be able to represent the visuals created by the designer. As can be seen in the xEV Center leaflet, the font used in each heading text gives a more futuristic or technological impression. The selection of these fonts is based on the main points of the xEV Center, namely electrification technology in the future. Therefore, the writer chose a futuristic font in order to better represent the context of electrification technology.

According to Gavin Amborse & Paul Haris (2005) [14], layout is the arrangement of related design elements into a field so as to form an artistic arrangement. This can also be called form and space management. The main purpose of the layout is to display visual elements and copy to be communicative in a way that makes it easier for the reader to accept the information presented.

3 Methodology

The study used a descriptive study design with a qualitative approach. The location was at xEV Center, located in Karawang, West Java, in Plant #3 area TMMIN Karawang, PT Toyota Motor Manufacturing Indonesia (TMMIN). The research respondents were The xEV Center project, run by the External Affairs Division in the Government Strategic Planning Department and involves several other departments related to project operations.

Data collection techniques were systematic observations, also known as structured observations, namely observations that contain the factors and special characteristics of each observed factor. Systematic observations, the content and extent of observations are more limited, adapted to the purpose of observation, usually have been formulated at the beginning of the preparation of the observation design, responses and observed events can be recorded more accurately, and possibly quantified. In this observation, the observer makes an observation plan but it is not used standardly as in systematic

observation, meaning that the observer can change the subject of the observation based on the field situation.[15]

4 Results and Discussion

The project that the author worked on while at TMMIN was the xEV Center project. The issues that the author is working on in the xEV Center project include environmental, electrification, and automotive issues. The underlying reason for these three issues is due to the busy issue of the zero carbon or Net Zero Emission target in 2060. The initial effort that is currently being carried out is to introduce electric vehicles that are able to reduce carbon emissions compared to conventional cars. Apart from introducing electric vehicles, TMMIN feels the need to take a further step, namely by educating electric cars starting from the benefits, purposes, and other basic understandings about electric vehicles. This is done by TMMIN because until now there is no electrification technology education center in Indonesia. The existence of this vacancy has made TMMIN start moving to build an electrification education center called the xEV Center. xEV Center is an electrified learning facility. xEV Center is the result of a collaboration between academia, government, and industry in the successful implementation of electrification in Indonesia. The main focus of the xEV Center is to educate the public, especially the younger generation, to understand the concept of electrification.

The brief begins with making a strategic proposal that aims to promote and educate about the xEV Center project. After that, approval was obtained from the Department Manager to make xEV Center leaflets, booklets, and videos. The designer made the material himself, then gave feedback and approval from the manager and also became a partner in the process of brainstorming ideas and providing input regarding the material the author was working on. Other activities that become a designer's daily work are making design requirements outside of proposals, including:

- 1. Internal webinar flyer design



Fig. 1. Internal Webinar Flyer Design

- 2. Webinar certificate design



Fig. 2. Webinar Certificate Design

3. Webinar background design



Fig. 3. Webinar Background Design

4. Design of xEV Center merchandise notebooks



Fig. 4. Design of xEV Center Merchandise Notebooks

5. Display leaflet xEV Center



Fig. 5. Display Leaflet xEV Center

6. Digital pamflet ads xEV Center



Fig. 6. Digital Pamflet Ads xEV Center

7. The xEV Center launch flyer design



Fig. 7. The xEV Center Launch Flyer Design

5 Conclusion

Toyota is a multinational company engaged in the automotive sector. Currently, Toyota has spread to many countries from various continents. To fulfill the graduation requirements, the author carries out an internship program in semester 6 at PT. Toyota Motor Manufacturing Indonesia with placement in the Government Strategic Planning Department under the auspices of the External Affairs Division. The project the author undertook during the internship period was to create design materials for the xEV Center. The xEV Center is an electrification learning facility that has been run by TMMIN since 2017 and is planned to be launched in 2022. One of the objectives of establishing the xEV Center is to educate Indonesian people about electrification technology. In the xEV Center there are various explanations regarding electrification which is not only found in motorized vehicles but also electrification in all important elements in human daily life. To achieve its goal of educating the public, the author's presence at TMMIN is intended to create a visual design that functions as an educational or learning medium for the community. In addition to educating, it is hoped that this educational media can also become a promotional medium that has the function of inviting the public to visit the xEV Center. Visual materials created by the author include leaflets, booklets, and videos. Apart from creating three visual materials for the xEV Center, the author's daily life is helping to create designs for other purposes outside of the xEV Center project. The author was also asked to help revise the wall chart design that currently exists in

the xEV Center, the revisions made included revisions to sentences, colors, adding/removing material, and so on.

While working on the design for the xEV Center project, it can be concluded that in the process of making leaflets, booklets, videos, a communication strategy must be carried out so that the message to be conveyed can be received effectively by the audience. In addition, careful consideration is needed when deciding on graphic elements such as images, colors, fonts, and layouts. This needs to be considered so that later the visuals displayed can make it easier for the audience or readers to understand the message you want to convey.

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