

Outdoor Media Advertising, “Redundant Strategy of Cigarette Advertisement”

Study of the Influence of ‘A Mild’ Cigarette Point of Purchase towards Adolescent Smoking Desire

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Abstract— What a wasting effort. Point of purchase as silent sales failed in affecting the desire of adolescents aged 16-18 years old smoking behavior in Pekanbaru city. 23 non-smoker respondents stated that 0.02% P-O-P could affect their willingness to smoke as long as they are in the cafe or place that has P-O-P ads. The unique thing is, the point of purchase of cigarettes is always present in the spaces around teenagers but still doesn't impact on their desires. In conclusion, what kind of advertising strategy that in fact does not even gives anything to its audience.

Keywords— *Marketing Communication, Advertising, Desire, Teenager*

I. INTRODUCTION

Sampoerna A Mild is one of the mild cigarette products that become an icon of teenager's social life in Pekanbaru city. The closeness of this product with teenagers is the result of aggressiveness outdoor media advertising activities in this city. The entire public spaces decorated by the visual propaganda of this Phillip Morris product. The one area that cannot be left is the teenager social environment. From many Sampoerna A Mild's outdoor media advertising point of purchase has an intimate affinity with teenagers. The point of purchase is an ideal time to communicate with consumers. It is the time and place at which all elements of the sale (consumer, money, and product) come together (Shimp, 2007: 212).

P-O-P becomes a new chapter in outdoor advertising media so that it can affect whoever approach the ad and the important thing is the packaging of the ad that appears in public supposed to create an impression that can change habits and behavior as for how the advertiser expect.

Common forms of P-O-P are cigarette ashtrays, table decoration, nameplate logo, special storefronts of products that are placed based on the teenager's activity inside the cafe, like on the guest table and cashier. By applying the P-O-P ads Sampoerna A Mild makes anyone who comes cannot escape the effects of the advertising. Thus the packaging of the P-O-P ads become an important part of the mission that affecting consumer cognition.

Advertising to be an art - for the most part (Copley, 2004: 119). This phrase is suitable for the current condition of the advertising world. Advertising now no longer talking about the advantages and the value of the products, but today advertising also part of the art. Spread the full meaning of the ad is not easy but it doesn't mean it's impossible to do so. Copley formulates the elements that can use and mixed with communication and advertising as:

- a. Mass and free (publicity)
- b. Mass and Paid for (advertising)
- c. Personal and free (word of mouth)
- d. Personal and paid for (selling)

From the formula above, ads must influence the mass to buy the product so the message conveyed through the ad can be delivered well. Implement ads use one-way communication so the ad must have elements believed, liked and attractive then it will have the power to influence the audience. As the result, appeared a question in this research, what is and how big P-O-P advertisement can influence the willingness of teenager's non-smoker to smoke.

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II. LITERATURE REVIEW

A. Iklan P-O-P

"The point of purchase is an ideal time to communicate with consumers because this is the time at which many product and brand-choice decisions are made. It is the time and place at which all elements of the sale (consumer, money, and product) come together. The consumer's in-store behavior has been described in the following terms that highlight the importance of point-of-purchase advertising: Shoppers are explorers. They're on safari, hunting for bargains, new products, and different items to add excitement to their everyday lives. Three of every four are open to new experiences as they browse the aisles of supermarkets and search for bargains at drugstores and mass merchandisers." (Shimp, 2007:221).

Shimp's P-O-P paradigm represents a new opportunity to make measurable advertising impacts only when buyers buy advertised products as a form of acceptance of new product ideas and brands. P-O-P in the meaning of Shimp is the best strategy currently placed in the closest place to the consumer so that it can touch consumers without having to interact verbally (silent salesman) because it is placed in the right place where all the elements of buying decisions are there.

The consumer's decision to purchase the product is determined by the consumer itself, the money, and the desired product, including the availability of the competitor of the product. P-O-P makes a definite and decisive distinction between products that use it with those not using it. Products that use POP in communicating with consumers will look more prominent among products that do not use POP, because this type of advertising media is designed specifically to directly become the eye catcher (eye) consumer or we usually call it as (eye-catching) so that consumers are finally interested to pay attention, touch, even try the product. Morris (2010: 7) reveals that in the concept of marketing mix strategy there is

one element of promotion that if lowered one of which consists of advertising.

The application of advertising as one form of marketing communications strategy that uses an understanding of the concept of outdoor media advertising in the form of billboards, banners, posters, and pamphlets will be stronger by direct marketing with advertised products so the customer can touch and try the product. The increasing of use of P-O-P technic in the stores for the same type of product sometimes makes the consumer overwhelmed to make a decision on one of the desired products. This makes the producers in designing P-O-P to be really keen by considering the aspects of informing, reminding, and encouraging (Shimp, 2007: 223).

Informing means, the designed ads should provide clear information about the benefits of the product so that it can make consumers start attracted to the product. Reminding means the advertisement designed to be a reminder tool that reminds consumers of the superiority of the product and becomes a repeater of advertised product information using other advertising media. Encouraging means that advertising is designed to give consumers great hope to get it easily because the availability of the product is plentiful and easy to reach consumers so that it can be one of the reasons consumers decide to buy the advertised product.

B. Desire (Desire)

The level of smoking desire tested using the AIDCA model. The AIDCA Formula (Attention, Interest, Desire, Conviction, and Action) is the most commonly used formula to help planning an entire ad, and it can be applied to a hard-selling ad. This formula is not only applied to ad copy or hard ad copy, layout and typography, but also applied to media selection, ad space size, and position of the advertisement in publication media (Jatani, 2015; 206).

In the AIDCA model, the communication process takes place that starts with attention. When the communicant attention has been attracted and then proceeds with efforts to build the interest which is a higher degree of attention. Interest is a step of the emergence of desire to perform an activity that is expected by the communicator.

If there is only desire in the communicant, this does not mean anything to the communicator because the ad must cause a sense of conviction and the audience appears confident with thrusting a positive outlook. The sense of confidence that appears to the products that advertise can influence the decision (action) communicant (Jatani, 2015, 204).

This model is talking about consumers and prospective customers through the stages of knowledge, feelings, and behavior. In detail, there are three promotional purposes aimed at this model named; inform, influence and persuade. (Morris, 2010; 56). The message delivered by communicator must attract the attention, either using media design, trademark color, trademark brand, or ad positioning position which will then generate interest to the product, trigger desire, followed by the emergence of conviction and encourage people to do (action) as we expect as to buy the product.

Onong Uchyana Efendi (1989) in his book titled *Communication Theory and Practice*, emphasize the success of this ad to the expertise of communicators to create a strong appeal. The appeal is may not always from the product it carries, but also from the advertising medium used to be as close as possible to the consumer as well as the prospective customer. If a communicator has the ability to change attitudes through the mechanism of attraction and the communicant feels that communicators participate with them in the disseminated opinion. For example, communicators can be considered to have an equation with a communicant that materialized with the penetration of products in a fixed segment and in accordance with the communicant, so that the communicant is willing to receive messages communicated by the communicators. So the Decision and Action expected by the communicators can be met by the communicant.

III. RESEARCH METHOD

A. *Types of Research and Approaches*

The method used in this research is to use the associative quantitative method. This method aims to measure and explain the influence (regression) between variables (Kriyantono, 2010; 60). While the approach used in this research is positivistic by using descriptive and inferential statistics as data analysis tool where this statistical technique is used to analyze data by way of describing or describing data that have been collected done on population / without taking the sample (Sugiyono, 2011: 147).

B. *Place of The Research*

The place as the location of the research is in Indomaret Cafe at Pangeran Hidayat St in Pekanbaru city that has meeting point facility for teenagers' age 16-18 years old.

C. *Research Character*

This study will use a single paradigm with one independent variable and one dependent variable.



X = The effect of Point of Purchase
Y = Desire

To test the strength of influence between one independent variable (X) to one dependent variable (Y) then the researcher uses linear regression analysis with the formula $Y = a + bX$.

D. *Population, Sample and Sampling Technic*

A population is a generalization area consisting of subjects that have certain qualities and characteristics set by the researchers to be studied and then drawn conclusions (Sugiyono, 2011; 80). A population is not just the number that exists in the object/subject of research but includes the characteristics/properties include by the subject/object. In this study, the population is adolescents aged 16-18 years with conditions as non-smokers who visit and gather at Café Indomaret at Pangeran Hidayat St. in Pekanbaru city which are 23 people.

The sample is a part of the number and characteristics include a population that can be predicted by its character by studying and observing the passage (Ardial, 2014, 339). In this study, researchers used a sample type of total sampling/census, where all of the population sampled. To see clearly the impact and influence of research variables on the samples studied, the researchers divided the sample into two groups namely, the smoking group and the non-smoking group.

E. *Data Analysis Technique*

The collected data is then processed and distributed in the form of frequency distribution table quantitatively by using statistical formula and processed by using SPSS software Version 21, where the data have been identified in the analysis qualitatively.

F. *Statistical Hypothesis*

This study uses a relationship approach (associative) in which the researcher revealed a temporary answer to the question on the formulation of the problem, so the researchers tried to measure the influence of Point of Purchase (X) on the desire of smoking teenagers aged 16-18 years in Pekanbaru city (Y).

Based on the above description in relation to the research variables, it can be determined the hypothesis of linear regression analysis between Point of Purchase (X) variable against the desire of smoking age 16-18 years old in Pekanbaru city (Y) is as follows:

Ho = 0: There is no influence between Point of Purchase (X) on the desire to smoke adolescents aged 16-18 years in Pekanbaru city (Y).

H1 ≠ 0: There is an influence between Point of Purchase (X), against the desire of smoking adolescents aged 16-18 years in Pekanbaru city (Y)

The probability value of the regression coefficient is considered significant if the error rate shown in the sig column is smaller than 0.05 ($p < 0.05$).

Prob > 0.05 Ho Received

Prob < 0.05 to Rejected

Ho = Regression coefficient is not significant H1 = Regression coefficient is significant

IV. DISCUSSION

A. *Result of The Research*

To measure the 2 (two) variables, the researchers used a questionnaire consisting of 15 questions. Each variable is measured 5 (five) question items using a semantic differential measurement index measurement that aims to measure respondents' attitude space to a question item consist of activity space, potential, and evaluation. The semantic deferential index scale using two poles (bipolar) with a 0-5 scale assumed to the left (2.50-0.00) is a negative or unaffected response to the POP variable, the right to the right (2.51-3.99) is a positive response assumed the respondent is insolvent by the POP variable and if at the rightmost pole (4.00-5.00) is a very positive response assumed the respondent is strongly affected by the POP variable.

Then to know the dimension of the attitude of a respondent to a variable of P-O-P researcher use three dimension of attitude that is: (1) Activity, which is the level of movement or response to a variable in perusal. (2) Potential, which is the strength level of physical attraction to the variables studied. (3) Evaluation, which is the level that provides advantages or disadvantages for the variables studied.

B. Linear Regression Analysis

Effect of Point Of Purchase Against Desire Smoking in this study was analyzed by using simple linear regression analysis using SPSS. The following analysis results SPSS the influence of point of purchase against the desire to smoke:

Table 1. Model Summary Regression Linear Point Of Purchase toward The Desire to Smoke

Model SummaryText

Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.046a	.002	-.045	.68770	1.560

a. Predictors: (Constant), Mean x1
b. Dependent Variable: Mean y

The R-value in the simple regression shows the magnitude of the variable correlation. The value of R in this study, obtained from the value of 0.046 regression coefficient indicating the weak relationship of the influence of one outdoor media advertisement that is a point of purchase against the desire of smoking 23 respondents with no smoking/non-smokers condition. Coefficient determination SPSS test results showed the effect of 0.002 which means exposure point of purchase ads in Indomaret cafe has no contribution to influence the desire to smoke 23 respondents in the condition of not smoking/non-smokers by 0.002.

Table 2. Anova Regression Linear the Effect of Point of Purchase toward the Desire to Smoke

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.021	1	.021	.044	.835b
1 Residual	9.932	21	.473		
Total	9.953	22			

a. Dependent Variable: Mean y
b. Predictors: (Constant), Mean x1

To know the significance or absence of Point Of Purchase / P-O-P (X) influence on Smoking Desire (Y), Anova calculation result show F count in table 6 is 0,044 with a sig. probability 0.835 or greater than 0.05 thus it can be concluded that there is no influence between variable X to Y.

Table 3. Coefficients Regression Linear The Effect of Point of Purchase toward The Desire to Smoke

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.705	.326		5.222	.000
1 Mean x1	-.059	.282	-.046	-.211	.835

a. Dependent Variable: Mean y

The value of smoking desire constant if no effect of point of purchase is 1.705 with a sig. probability 0.000 which means smaller than 0.05 which means that this regression model can be partially used to analyze the influence of point of purchase on the desire to smoke 23 respondents with non-smokers condition. The resulting regression equation is $Y = 1.705 + (-0.59) X$

From the regression equation can be explained the value of the constant that is the value of smoking desire (Y) 23 respondents with the condition of not smoking/non-smokers if not exposed to ads P-O-P (X) is equal to 1.705. Regression coefficient - 0.059 which means if there is an increase of 1 then will be followed by the exposure of 23 respondents by advertising P-O-P (X) of -0.059.

In this research is known regression coefficient value equal to - 0,059 and coefficient of determination (R Square) 0,002, while sig probability is 0,835 or bigger than 0,05. Thus Ho accepted which means there is no influence between Point Of Purchase / P-O-P on Smoking Desire 23 respondents with non-smoking / non-smokers.

C. Discussion of Research Result

Ho = 0: Point Of Purchase (X) cannot affect the desire to smoke adolescents aged 16-18 years in Pekanbaru city (Y) despite being exposed to advertising during the cafe.

H1 ≠ 0: Point Of Purchase (X) can affect the desire of smoking adolescent age 16-18 years in Pekanbaru city (Y) although already exposed advertisement while in the cafe.

The probability value of the regression coefficient is considered as significant if the error rate indicated in the sig. column smaller than 0.05 (p <0.05) with the Prob value > 0.05 Ho accepted and the Prob value <0.05 Ho Rejected.



Picture 1. Result Hypothesis

Based on picture 1 of hypothesis research above, it can be stated that the research results are as follows:

1. The effect of Point Of Purchase / P-O-P (X1) on the desire of smoking (Y) stated the regression equation $Y = 1.705 + (-0.59) X1$. The coefficient of determination shows an effect of 0.002 which means P-O-P advertisement displayed on Indomaret cafe area has a contribution to influence the desire of smoking by 0,002%. The remaining 99.8% is explained by other

variables not included in the linear regression analysis model in this study. In this study known regression coefficient value of 0.046 0 and the value of a coefficient of determination (R Square) of 0.002 0, While the probability sig is 0.835 or greater than 0.05. Thus Ho accepted which means Point Of Purchase / P-O-P cannot affect the Desire of Smoking 23 respondents with non-smokers condition despite being exposed to advertising while in the cafe.

2. Point of Purchase / P-O-P has the influence of 0.002% against the desire to smoke 23 respondents with non-smokers condition. This indicates that the influence of one form of outdoor media advertising that Point Of Purchase gives negative contribution or no effect. The study stated that 23 respondents had no desire to smoke neither to buy Sampoerna A Mild cigarettes even though they were exposed to P-O-P advertisements during their stay in the cafe. The value is presented in the value of the constant smoking desire if there is no effect of the point of purchase is 1.705 which means towards the left (negative pole). The small constant's value also states that the small desire to smoke 23 people respondents with the condition of not smoking/non-smokers despite exposure P-O-P ads during being in the cafe.
3. So that P-O-P as silent sales marketing can be stated as failed to influence the desire of smoking 23 respondents with non-smoker condition.

V. CONCLUSION

Based on the results of the research and a series of analyses conducted in research on the effect of Point Of Purchase / POP (X) on the Desire of Smoking (Y), it can be concluded as follows: for 23 respondents with no smoking / no-smoker condition there is no effect of Point Of Purchase (X1) to Smoking Desire (Y) with regression equation $Y = 1,705 + (-0,59) X$. In this research is known a value of regression coefficient equal to -0,059, and value of a coefficient of determination (R Square) equal to 0,002 which means the influence of Point Of Purchase (X) to the Desire of Smoking

(Y) is equal to 0.002%, while sig. The probability is 0.835 or greater than 0.05. Thus H0 is accepted which means there is no influence between P-O-P on Smoking Desire.

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