

VISUAL ANALYSIS AND GENERATION Z'S INTEREST IN YOU-C 1000 ADVERTISING VIDEO

Anindya Pradipta Hutami¹, Sani Ratna Amelia², Nerissa Nadhrota Maulviyah³, Achmad Ibrahim Mashudi⁴, Putu Chrisma Dewi⁵, Putu Chris Susanto⁶

¹²³⁴Program Studi Pendidikan Bahasa Inggris, Universitas Islam Darul Ulum Lamongan, Jl. Airlangga No. 3, Merjoyo, Sukodadi, Lamongan, Jawa Timur, Indonesia ⁵ Program Studi Sastra Inggris, Universitas Dhyana Pura, Jl. Raya Padang Luwih, Tegaljaya, Dalung, Kuta Utara, Badung, Bali, Indonesia ⁶Program Studi Manajemen, Universitas Dhyana Pura, Jl. Raya Padang Luwih, Tegaljaya, Dalung, Kuta Utara, Badung, Bali, Indonesia
Email: Anindya.2019@mhs.unisda.ac.id; Sani.2019@mhs.unisda.ac.id;
Nerissa.2019@mhs.unisda.ac.id; Achmasdibrahim2019@mhs.unisda.ac.id;
Chrismadewi@undhirabali.ac.id; Chris.susanto@undhirabali.ac.id

ABSTRACT

Entering 2020, one of the trends that marketers should pay attention to is the growing influence of Generation Z. The new generation that will dominate the market after the millennial segment is Generation Z. Video is believed to be a medium that is quite influential in building bonds with the audience. This study aims to analyze the use of video visual media in increasing Generation Z's interest in the products offered and to understand Generation Z's level of interest in video advertising as a visual medium. The method used in this action is a qualitative grounded theory model that analyzes abstract theories about processes, actions, or interactions based on the views of participants. In addition, it also uses the SWOT analysis method which is used to monitor and evaluate research conducted both from external and internal factors for a particular purpose. In this study there are two stages, the first is the interview stage to determine the response of Generation Z participants who tend to be interested in the visualization of advertisements for the You-C 1000 Vitamin Drink product. Then in the second stage, namely analyzing the results of the interview to find out the participant's response to the product ad video. The results showed that the visual video media succeeded in increasing the interest of participants from Generation Z to watch advertisements until they ran out.

Keywords: Generation Z, Interest, Advertising, Video, Grounded theory

1. Introduction

In recent years, advertising has increased massively. This is in line with the rapidly increasing variety of existing and emerging media. The reason is the technological factor and the rapid development of electronic media. The emergence of new television stations, both with cable and non-cable, the increasing use of computers and mobile phones, the increase in internet users, the increase in the entertainment industry, make the world television is growing very rapidly. Advertising itself has several specific objectives including to form awareness of a new product or brand; inform consumers of product or brand features and advantages; form a certain perception of the product or brand; shape the taste for a product or brand or persuade consumers to buy the advertised product or brand.

These goals are basically an effort to increase consumer response to the company's offerings which in turn generate sales profits in the long term (Bendixen, 1993).

Advertising has formed an ideology about the meaning or image of women's beauty. Advertisements that are delivered through mass media have a big role in creating and constructing the meaning of beauty. A woman is said to be beautiful if she is white, has black and straight hair and so on (Aprilia, 2005: 42). As we know, women are widely used in advertising. This is because women are considered a very large market in the industry. The second is that women are believed to be able to strengthen advertising messages (Widyatama, 2007: 41-42).

However, there are also advertisements that show and invite women to feel confident and proud of what is in themselves. Whether white, tan, black, etc., women are beautiful creatures.

The icon of YOU C1000 product is Miss Universe since 2005 until now. It has a purpose to convey to the public that beauty will be meaningless if the body is not healthy. This means that beauty is not only measured from a physical point of view, whether tall, slim, white, etc., but women will look beautiful by themselves if they are healthy from the inside.

This research on advertisements is also intended so that advertising audiences, especially women, are no longer immersed in the construction of mass media which classifies beauty in a narrow way, but sees or interprets beauty without changing the woman's own personality. The researcher will use the semiotic analysis method developed by Charles S. Peirce through the meaning triangle consisting of icons, indexes, and symbols and is used to see the meanings of the signs used in communication (Wibowo, 2009: 143).

2. Materials and Methods

In this study using qualitative research methods. On the first stage of the study, by conducting interviews with Generation Z and Millennial Generation as a comparison to find out the response and level of interest of participants to the You C 1000 product video advertisement that was displayed. For the second stage of study, after getting the answers from the interviews, it is necessary to analyze the results of the participant responses to find out the similarities and differences in the responses of the participants given in relation to the level of interest in the product advertisement.

The purpose of this qualitative research method is to describe the interest response of Generation Z and the millennial generation to the UC1000 advertisement. In this study, we will focus on how the response of generation Z and the millennial generation to this UC1000 advertisement is, what factors influence generation Z and the Millennial generation to buy this UC1000 product. By recording everything we hear during the interview and then comparing, conceptualizing and drawing conclusions from the results of the interview. The data for this study were obtained from interviews with 6 sources, 3 generations of Z and 3 millennials using SWOT analysis. This research was conducted on November 19, 2021.

Then, this research is necessary to prepare everything, such as making a list of questions, determining the right information, scheduling interviews and all supporting tools that will be used, such as interview guides, books and stationery, tape recorders. Furthermore, at the implementation stage, it is done by

interviewing informants, making observations, swallowing data during interviews, when the required data has been obtained in full. To get a more detailed analysis, this study also added an analysis using the SWOT method.

The SWOT analysis method is used as a strategy to monitor and evaluate research conducted both from internal factors, namely strengths and weaknesses, and external factors, namely opportunities and challenges in research conducted by collecting existing data.

3. Results and Discussion

In this study, the visual advertising media product that will be discussed is YOU C1000 vitamin drink with the theme "valuable" with the motto "healthy inside fresh outside", modern and innovative as well as good for human health by presenting the concept of women who are influential in Indonesia, miss universe in 2014, 2019 and 2020 with cultural nuances and the beauty of the city of Yogyakarta.

In the first scene of the ad, YOU C1000 shows a man making a vlog of traditional jogja snacks. Here YOU C1000 want to show the success of someone's work based on the effort they get by being able to move forward. YOU C1000 also features tourist attractions and family vacations, where they capture the moment in a photo. After the scene, YOU C1000 shows an elderly couple enjoying the fruits of their hard work together. And in the next scene, YOU C1000 shows several dancers doing the serimping dance and the process of making traditional batik.

Specific pictures:



Figures 1. (*Showing three women visiting a tourist spot.*)



Figures 2. (*Showing a woman who is participating in making traditional hand-drawn batik.*)



Figures 3. (Showing an elderly couple sitting and relaxing enjoying the good condition.)



Figures 4. (Showing three women watching a group of traditional dancers dancing the 'Serimping Dance'.)



Figures 5. (Showing a scene in a traditional market that is bustling with people selling)

General pictures:



Figures 6. (Showing views of the city around Tugu Yogyakarta.)



Figures 7. (Showing three women who are taking pictures above with a view of the beach.)

At the end of the scene, YOU C1000 displays its own product, where the drink is consumed by the three miss universe as they finish seeing the making of traditional batik. In the trailer, we know that YOU C1000 can prevent the body's resistance after doing a lot of activities. And in the trailer, it can be seen that YOU C1000 drinks are suitable for consumption from teenagers to the elderly.

Product photo in advertisement:



Figures 8. (Showing Three women drink You C 1000 Vitamin Drink products inside the batik-making place.)



Figures 9. (Showing a close up image of a woman drinking You C 1000 Vitamin Drink product.)

From the data that has been obtained, some comparisons that can be taken are that between generation z and the millennial generation there is a difference of opinion, namely: some Generation Z said that this video ad managed to get their attention to the product being advertised. Meanwhile, the millennial generation themselves think that the video advertisement has not succeeded in attracting them with their products, they think that the video wants to collaborate between cultural diversity in Indonesia and YOU C1000. But they failed to create continuity between the two which made them disconnected.

So that the results obtained from study using the SWOT analysis method are as follows:

1. Strengths: Motivate the audience to prefer a healthy life, by drinking vitamin drinks that are useful for maintaining a stronger immune system.
2. Downside: Most people skip ads in the apps they install on their phone. Because they think that it is not very important and will just waste time.
3. Opportunity: the application of advertising in various digital applications is very hampered because now is the digital era, and many people are already familiar with digital, making it easier to promote products.
4. Threats: App users often block ads that appear when using digital apps. Because it is considered very disturbing.

4. Conclusion

From this study, it is known that most of the interviewed participants have never seen the advertisements displayed. However, most of the participants from Generation Z gave a response of interest with the advertisements they saw. One of them is from the aspect of cinematic video and the concept of the video being made. In this study also found an interesting thing, namely the diversity of Indonesian culture that is highlighted in the advertisement. One of the factors of interest that makes people want to watch the video ad to the end. Then this video ad wants to convey a message to maintain a healthy body starting from drinking healthy drinks.

5. Reference

- Aprilia, D., R., 2005, Iklan dan Budaya Populer: Pembentukan Identitas Ideologis Kecantikan Perempuan Oleh Iklan (Analisis Semiotika Iklan Cetak WRP Body Shape & Prolene), Jurnal Ilmu Komunikasi, Vol 2 No 1.
- Bendixen, Mike T., 1993, "Advertising Effects and Effectiveness", European Journal of Marketing, Vol 27 No. 10.
- Beydha, Inon, Dra, M.Si, Ph.D dan Koncho Putra Adila. Makna Slogan You C1000 Terhadap Citra Produk (Analisis Semiotika Iklan Makna Slogan You C1000 "Healthy Inside, Fresh Outside" Versi Xinema Zavarrete Terhadap Citra Produk di Televisi Swasta): dalam penelitian ilmiah.
- Edmondson, Amanda J dkk. "Using photo-elicitation to understand reasons for repeated self-harm: a qualitative study." BMC, 11 April 2021, <https://bmcp psychiatry.biomedcentral.com/articles/10.1186/s12888-018-1681-3/>.
- Purbowati, Deni. "Metode Penelitian Kualitatif dan Kuantitatif: Mengenal Penelitian Ilmiah." AKU PINTAR, Maret 2021, <https://akupintar.id/info-pintar/-/blogs/metode-penelitian-kualitatif-dan-kuantitatif-mengenal-penelitian-ilmiah/>.
- Susanto, P. C. 2018. VISUAL ELEMENTS ANALYSIS AND RESPONSE OF MILLENNIALS ON SOCIAL EXPERIMENT ADVERTISING. ResearchGate. https://www.researchgate.net/publication/328250033_VISUAL_ELEMENTS_ANALYSIS