

ANALYSIS OF VISUAL ELEMENTS AND RESPONSES OF GENERATIONS Z ON LAMBORGHINI COMMERCIAL VIDEO

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ABSTRACT

Video advertising is a form of advertisement for a product or service that uses video to expand the product. Video advertising is general because it is interesting and memorable for the public. This study aims to analyze one particular advertising media in the form of video used by Lamborghini brand of automobile manufacturer depicting everyday life using visual grammar analysis, and to examine the responses of Indonesian Generation Z on that video using a descriptive qualitative approach. In addition to analysis of visual grammar using the analysis tools by Kress and van Leeuwen, video elicitation interviews were conducted with five participants to further explore the effectiveness of the visual elements from the perspective of Generation Z using the Hierarchy of Effects model of determining advertising effectiveness, paying close attention to the response on the meaningfulness of the visual advertising campaign.

Keywords: video advertising, visual elements, generation z, visual grammar, photo elicitation

Introduction

In these days' present day generation, advertising and marketing features as a fee-effective manner for firms and businesses to promote their merchandise, build a certain emblem picture, and to offer statement on sure social discourse or even to sell social trade to a vast variety of audiences. advertising is also mass media content supposed to persuade audiences, readers, viewers or listeners to do so on products, offerings and thoughts. The concept is to force customer conduct in a specific way in regard to product, carrier or idea. commercials can be used to consult textual content, audio, video, pictures and graphic designs. advertisements can be channeled through many tubes like newspapers, magazines, radio, YouTube, etc. As a matter of reality, advertisers usually have complete control of the message all of the way to the audience.

However, for an advertisement to be powerful, it needs to have clever placement wherein it is going to be visible via your audience. Focusing on the objective is

required to persuade customers to satisfy your one major goal. one of the number one purposes of advertising and marketing is to create a positive belief of the brand. As advertising is an critical part of a department advertising communication efforts, it need to strike a balance between what is being communicated as how it is being communicated (Vare, 2014). This paper objectives to research the visual elements and responses of generations Z on advertising and marketing video of in Lamborghini advertisement using photograph elicitation, PEI is not a brand new methodological device in the social sciences and is one among many strategies, along with documentary movie, image-essays, and video ethnography, which belong underneath the umbrella of visible sociology (Harper, 1998). The participants that is involved in this paper is a technology Z, that's individuals who were born in 1998-2010. The individuals might be asking 10 questions in English

The questions are :

1. What is the first thing you see in this video (what?)
2. Have you seen this video before?
3. What was the first thing that came to your mind when you saw this video?
-- Showing the video again --
4. Is there one thing that stands out in this video?
5. After seeing it one more time, what comes to your mind?
6. When you see this video, how do you feel?
7. What do you think is the meaning of this video?
8. What video do you think this is?
9. Did you pay attention to product placement during the video?
10. Does this video have any impact on the brand/product image in your mind as a consumer (positive/negative/neutral)?

The solution of the participants will be the information that the writers used to analyzed.

Methods

In order to analyze extra deeply and remedy issues on this research, writers will apply Descriptive qualitative methods. Qualitative description (QD) is a label utilized in qualitative studies for studies which can be descriptive in nature, particularly for analyzing health care and nursing-associated phenomena (Polit & Beck, 2009, 2014).

information sources on this take a look at were taken from 4 participants that from gen z (1998-2010) with 2 ladies and a pair of males, and the approach to gathered the statistics is photograph elicitation interview, PEI isn't a new methodological device inside the social sciences and is considered one of many methods, along-side documentary movie, picture-essays, and video ethnography, which belong below the umbrella of visual sociology (Harper, 1998).

data might be analyzed the usage of sample analysis, sample evaluation is analyzing the sample that involve within the records and collecting in a single organization.

FINDING AND DISCUSSION

"Lamborghini is for real lovers" is 1 minute and 55 seconds broadcast advertisement aired on YouTube on December 28th 2018 was campaigned to promote the product of Lamborghini , this advertisement gained more or less 24.000.000 views on YouTube.

The first scene begins with the toy store decorated Christmas ornament in Italy. Then, we will see the first sign of the sold out toys of Lamborghini cars with close shoot by the camera, after seeing that we will see the vendor who welcomes the customer. The customers are one adult and their children. This was taken with medium shoot. There is some conversation between the customers and the vendor that were shoot visually enough to tell the story behind.



Figure 1.Scene 1



Figure 2.Scene 2

This scene shows one little kid is asking for the Lamborghini toys however the stock is sold out seeing that the vendor offers the new car toys similar to Lamborghini. But the boy is firmly says no!. He only loves Lamborghini toys. This scene is shoot with close shoot video thus we can see the expression of the boy face indicates disappointment.



Figure 2 . Scene 3

In this scene we watch the boy still firmly says he wants the Lamborghini car toy. Because of this is Lamborghini event that elaborates with local toy store, The vendor tells the person via communication device who is the actual Lamborghini driver. This scene is shot with medium shoot.



Figure 3. Scene 4

In this scene the dream of this boy comes true we see the driver of Lamborghini handles the Lamborghini car toys to the boy and offers him to come aboard in Lamborghini race car. The boy is cheerful because of this moment. The end of this video we will see the strong words from Lamborghini "Lamborghini is for real Lovers". It is shoot with medium shoot and close up shoot.

After analyzed the video advertising, the writer starts to interview the participants that in order to collect the data, the method that used to collecting the data is Photo elicitation interview, so interviewing the participants and asking 10 questions to the participants the questions will be asking in English, the questionnaire are:

1. What is the first thing you see in this video (what?)
2. Have you seen this video before?
3. What was the first thing that came to your mind when you saw this video?
-- Showing the video again --
4. Is there one thing that stands out in this video?
5. After seeing it one more time, what comes to your mind?
6. When you see this video, how do you feel?
7. What do you think is the meaning of this video?
8. What video do you think this is?
9. Did you pay attention to product placement during the video?
10. Does this video have any impact on the brand/product image in your mind as a consumer (positive/negative/neutral)?

And the participants answer:

P1-Female-20th-Gen Z (1)

1. A building that has a Christmas atmosphere
2. Never
3. Very touching especially during this pandemic
4. Little kids who just want toy cars from Lamborghini
5. The boy already has a strong love and determination, a good foundation
6. What I feel is longing where we get an interesting year-end atmosphere before, but for now it's just normal
7. Stay on the stand and loyal to what we love
8. Advertising at the same time shows brand loyalty to customers and vice versa
9. Yes I saw it at the beginning with the sold out Lamborghini banner
10. 100% Confident This makes potential customers believe and feel confident in Lamborghini products.

P2-Female-20th-Gen Z (2)

1. Christmas atmosphere
 2. Never, but for the product I've seen it
 3. Very Interesting
 4. Little kids who just want toy cars from Lamborghini
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5. The boy already has a strong love and determination
6. Warmth of the product
7. Stay on the stand and loyal to what we love
8. Advertising at the same time shows brand loyalty to customers and vice versa
9. Yes I saw it at the beginning with the sold out Lamborghini banner
10. Trust from customers

L1-Male-20th-Gen Z (1)

1. Christmas atmosphere
2. Never before
3. So cool
4. Little kids who just want toy cars from Lamborghini
5. The boy already has a strong love and determination
6. Trust of the product
7. Stay on the stand and loyal to what we love
8. Advertising at the same time shows brand loyalty to customers and vice versa
9. Yes I saw it at the beginning with the sold out Lamborghini banner
10. Trust from customers

L2-Male-20th-Gen Z (2)

1. Christmas atmosphere
2. Never, but for the product I've seen it
3. Very Interesting
4. Little kids who just want toy cars from Lamborghini
5. The boy already has a strong love and determination
6. Warmth of the product
7. Stay on the stand and loyal to what we love
8. Advertising at the same time shows brand loyalty to customers and vice versa
9. Yes I saw it at the beginning with the sold out Lamborghini banner
10. Trust from customers

On the first question the participants gave the same responds. They have seen the the building decorated Christmas ornament. here we can see the similarity point in

their answer, next to the second questions the writer notices the differences in answering the question, either have said yes and no to seeing this video. The third and the fourth questions come with similarity answer point that the boy wants only Lamborghini car toys and the boy's determined to wants Lamborghini .The sixth question comes with similarity point answer from all participants until last question.

Similarity

All participants agreed that the kid is determined and loyalty to Lamborghini product even from small ages he knows Lamborghini, It shows the Lamborghini product has gained the loyalty from its customers.

Difference

Beside the similarities we found the contrary answer between among the participants' answers. Some know the product and the other doesn't know the product.

CONCLUSION

From this study, can conclude that the video advertising Lamborghini product used more offer techniques, in addition to the participant's response, Generation Z considered advertising as something ordinary, judging from the same response we found, they tended to remember songs or slogans more. From the advertisement compared to the visuals displayed, as in this Lamborghini advertisement, the slogan and advertisement song are easier for Generation Z to remember.

This research is very interesting to do further, with a wider number of participants and reach, because with this research can help to approach consumers to find out consumers' interest in watching advertising videos.

