

ANALYSIS OF VISUAL ELEMENTS AND RESPONSES OF GENERATIONS Z ON INDOESKRIM ADVERTISING VIDEO

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ABSTRACT

Advertisement is used to promote a product or service to the people and community. Video advertisement is primarily a choice as a media to promote these products. This study aims to analyze one particular advertising media in a form of video used by Indofood ice cream. Examining and analyzing the responses from the Indonesian Generation Z on that advertisement 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 four participants to further explore the effectiveness of the visual elements from the perspective from 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 the modern era, people must find brand new or original creative ways to represent or advertise. But in order to make a good quality advertisement is not simply adding and using all entertainment elements. Advertising has not just resulted from changing consumer media habits, decision making, and purchasing power, but it also appears to be part of the rise of a transformative global society. Advertising should not be constrained as a manageable, informational resource for rational consumers (Heath, 2012).

Many media that can be used as advertising, physical media such as newspapers, magazines, all things that are printed, and can be with audiovisual media such as social media, websites, television and others. through audiovisual media. This media is more effective to use because advertisers provide visual and sound displays that can attract potential consumers to watch.

In this paper, the researcher aims to find out the response of generation Z (1998) - (2010) after seeing the Indoeskrim advertisement video. interviewing some of the generation z regarding the advertisement video that have been chosen, the responses then will be shown in the finding and discussion parts of the paper. Various responses can lead up to a conclusion of how successful the media can be used as a method of creative advertising.

METHOD

The researchers applied the descriptive qualitative method. There are two stages in this study, first, the researcher interviewed four participants consisting of two females and two males who are able to speak English and were born in 1998 – 2010 used photo-elicitation interviews. In the second stage, the researcher analyzed the visual elements in the video using the theory of Kress and van Leeuwen.

FINDINGS AND DISCUSSION

The responses are taken from four participants in total from generation z (1998 - 2010). The participants consist of two male and two females. The three minutes one second video (3:01) from Indofood ice cream company entitled as "Kisah Legenda Nusantara" is an advertisement that took a colonial theme during the past of Nusantara which is now known as Indonesia. the video posted on July 3th, 2017 has 4,599,192 views in youtube

The responses of the participants during the first thirty seconds of the video is particularly similar in terms of first impression, due to the video that can sway people's attention. the visual elements of the video advertisement that can represent the video.

Figure 1



Based on the interview, the participants manage to understand the concept and theme of the video. but what they manage to miss is the fact that this video isn't merely a normal classic soap operas that used the traditional theme of colonialism. The director wants to mislead the viewers by utilizing the beginning of the video as a fight scene that is used in normal soap operas, with fast moving camera and various angles to make the fights scene more believable. The fight between siblings, brother and sisters. to claim something that is still unrevealed.

Figure 2



The second scene shows the palace guards that used the walkie talkie, to contact the queen to resolve the fight between her children. The camera explicitly focuses on the guard to show that the guards are using a modern technology. The director clearly wants to show that this isn't just a normal soap opera.

Figure 3



In this scene, the director wants to make an obvious statement that the classic colonial soap opera isn't so classic anymore, the smartphone that is used by the queen to contact the king after being defeated by her children is explicitly shown (Close up). The animation also using a green screen shows how the king checks his phone while riding a giant eagle. The participant responded to the scene with laughter and commented on how the phone is used in a colonial soap opera, the phone cases also seize the attention of the respondent.

Figure 4



During the next section the video is continued by revealing the main intention of the video, the king arrives to resolve the fight by summoning a fridge with a colonial theme full of ice cream. Presenting the products of the indo ice cream that is carried by the king, using a Wide shot but only put the products as the main subject. This scene is also where the participant finally understood the main intention. quoted from one participant "ohh.. iklan es krim".

Figure 5



The next section is mainly the advertising segment where the products are shown in the making and the finished product. The scene is filled with voice over of the products in terms of flavors and how it is a traditional product. The title, flavor, and theme is all connected here, how the title is "Kisah Legenda Nusantara" with the colonial theme, and the traditional flavor of "Kelapa, Nangka, Alpukat" (Coconut, Jackfruit, Avocado). Director shows the scene with a combined closed up shot and wide.

Figure 6
(Closing)



The ending is shown when the whole family is served and consumed the products. The ice cream is consumed in all various availability by size, with tub, cup and stick. Closing the video advertisement also a Statement of "*Berasa Banget Indonesianya*", this sort of emphasizing that the whole video of the product also is wrapped in a Nusantara vibe while mixing it with modern technology. all participants answer that the advertisement is very thick with Indonesian style or vibe, but very funny and entertaining.

Similar to a previous study by Susanto (2019), the video advertisement in this study utilizes various elements of visual grammar, including conceptual meaning through the concept of the advertisement video itself emphasizing "*Indonesian-ness*", interactive meaning through the interactions between the actors in the video, and compositional meaning.

Conclusion

The conclusion of the study is that the participants from the Gen Z on the Indo Es Krim advertisement video entitled "*Kisah Legenda Nusantara*" have the same response for the video. Mainly Entertained and unexpected of the Ice cream advertisement, and how the concept of the video can seize viewer intention. The limitations of this study can be used as recommendations for further research, because this study only used 4 participants of Z generation (two males and two females) and the scope of the research is still lacking.

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