

# Creative Advertising Management Application Strategy on Television in Indonesia

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## ABSTRACT

There are six strategies and group them into three categories: functionally oriented, symbolically / experience oriented, and product category oriented. Functionally oriented advertising appeals to consumers, the need for tangible / physical / concrete benefits. This oriented style is a Unique Selling Proposition. Experience-oriented advertising strategies are geared towards psychosocial needs. (There are: Brand Image Strategy, Resonance Strategy, and Emotional Strategy). Domination strategy categories (there are: Generic Strategy and Preventive Strategy) do not need to use a certain type of attraction for consumers but are designed to achieve an advantage compared to competitors in the same product category. It is important to note that, the differences are sometimes very obvious, and the execution of a particular advertisement can simultaneously employ several strategies.

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## 1. Introduction

TV advertising is a form of promotion that is inseparable from today's modern business world. Television is an ideal advertising medium that has a wide reach, diverse audience, messages arrive quickly and allows advertisers to be more creative (Lamb, 2000). In America, people spend an average of four hours in front of the television a day. In Indonesia it could be longer than that, because the lifestyle and culture of Indonesians allows for that.

In Indonesia, television advertising has developed since the early 90s, when many private television stations emerged. His favorite is at premium time which has the most viewers. Starting from conventional advertisements with 30-second slots, sponsorship (blocking time), infomercials and in the form of quiz shows competing with each other to attract attention and influence viewers' perceptions and attitudes. Advertising is believed to be an important part of integrated marketing efforts to boost sales and increase company/organization profits.

The purpose of advertising is to shape brand awareness, brand preference and finally brand equity. It takes quite a long time and large enough funds to arrive at the advertising objectives. Meanwhile, the emergence of competing brands in the local market as well as in the global market is a challenge for the company's advertising efforts in realizing the expected brand equity. For that, one way is to always develop creative, clever and interesting advertising. This paper intends to describe several concepts in advertising in general, and how to apply creative advertising strategies, especially to advertising on television, accompanied by applicable examples from the real practice of advertising that occurs in the business world and television in Indonesia.

## 2. Literature Review

### 2.1 Definition of Advertising (Advertising)

Advertising has a different meaning for each person. For a CEO of a company such as Irwan Hidayat

(Sido Muncul), advertising can be meaningful as an important tool to shape brand awareness (brand awareness), brand preferences, brand equity and even brand loyalty (brand loyalty) as well as to stimulate sales of its products. For a small retail store owner, advertising means a way to bring a potential buyer into his store. For an art director of an advertising agency, advertising means the expression and creativity of a concept. For a museum advertising means art and history.

What exactly is the definition of advertising? There are several definitions of advertising from a marketing point of view. Lamb (2003) defines: Advertising as any form of impersonal, paid communication in which the sponsor or company identified. Meanwhile, O'Guinn (2003) defines it as: Advertising is a paid, mass mediated attempt to persuade (advertising is an attempt to persuade through paid mass media). So according to O'Guinn advertising is a form of communication that at least must contain 3 basic components, namely the form of communication must be paid (must be paid), must be conveyed to the audience through the mass media (via mass media) and the form of communication must be an attempt to persuade (must be trying persuasion). Ralph Alexdaner in Belch & Belch (2003) defines it as: advertising defined as any paid form of non personal communication about an organization, product, service, or idea by identified sponsor. (Advertising is defined as a form of non-personal communication about an organization, product, service or idea with an identified sponsor). Meanwhile, according to Wells, Burnett and Moriarty in Sutisna (1998) defines that advertising is a paid non-personal communication from an identified sponsor, using mass media, to persuade or influence an audience).

Observing the various definitions above, it can be seen that there is a similarity in meaning, that a communication can be classified as an advertisement if it meets at least 3 main criteria as follows:

- a. The communication must be paid for  
This criterion is based on the fact that space/time to convey advertising messages must be purchased/paid for, except for public service announcements (PSA) which usually use a special room/time for free, or even though they have to pay but with a relatively small fee. In advertising language, the company or organization that pays for the advertisement is called the client or sponsor.
- b. The communication must be delivered through mass media  
Advertising must involve mass media (eg TV, radio, magazines, newspapers, internet) to convey messages to many audiences at the same time. The use of this media makes an advertisement categorized as mass communication (impersonal communication), where the use of mass media causes feedback on advertising messages to the audience that will not occur immediately. In contrast to personal communication, which occurs without the use of mass media so that feedback occurs as soon as the message is received.
- c. The communication must seek to persuade / influence the audience.  
The main purpose of most advertising is to persuade, influence consumers to do something. For example, when Fonterra advertises its Anlene Milk product, the communication already meets the three criteria above. What about political advertising? Political advertising is more about selling a candidate/candidate than selling a product/service. Criticism of the fields of public health, education and other social issues and social promises is offered and publicized through political advertising. Political advertising can be done for a candidate or an organization as was done by many of our political parties some time ago. For example, recently our television screens have been enlivened by the campaign conducted by Dr. Ing. H. Fauzi Bowo's successful team in the context of the 2007-2012 DKI Jakarta Governor election. Fauzi Bowo's success team tries to communicate Fauzi Bowo's vision, mission, strategies and programs in building Jakarta to the public through television media. Is the communication that Dr. Ing. Fauzi Bowo and his campaign team can be classified as advertising?. Although Fauzi Bowo does not influence or persuade the audience to buy something (with money), this communication can be classified as advertising, because the communication meets the 3 required advertising criteria, namely: 1) paid, by Fauzi Bowo's success team 2) through the media (TV, Kompas daily and several other media), 3) trying to influence/persuade the audience to accept Fauzi Bowo's thoughts, programs and elect him as Governor of DKI Jakarta.

### **3. Research Method**

This research includes Research and Development (R&D) research. According to Sugiyono (2016), Research and Development (R&D) is a research method used to produce certain products and test the

effectiveness of these products. According to Sukmadinata (2009), Research and Development (R&D) is a process or steps to develop a new product or improve an existing product, which can be accounted for. Then according to Putra (2015), Research and Development (R&D) is a research method intentionally, systematically, to find, improve, develop, produce, or test the effectiveness of products, models, or methods / strategies / ways that are superior, new, effective, efficient, productive, and meaningful. Based on some of these opinions, Research and Development (R&D) is a research method that is carried out intentionally and systematically to improve existing products or develop a new product through testing, so that the product can be accounted for.

#### 4. Result and Discussion

##### 4.1 Establishing Audience Responses to Ads

Advertising is aimed at a specific target audience. A target audience is a specific group of consumers to whom an advertising campaign is targeted. The target audience is usually the potential audience that is expected to be affected by a particular ad exposure.

In order for advertising to achieve the desired audience response, advertising must be done creatively. Creative advertising can be realized through the creative process of advertising. Belch & Belch (2004) state that advertising creativity is the ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communications problems. solutions to communication problems). To make the right idea effective, and creative, the idea must be relevant to the target audience.

In carrying out advertising creativity, advertisers must also pay attention to the structure of the ad and it is important to determine the purpose (response) of advertising by referring to communication models that explain the impact of communication on a person's response. There are several models that explain the impact of communication on responses, as mentioned in Kotler & Susanto (2001) including the AIDA model (Attention, Interest, Desire, Action), Hierarchy of Effects Model (awareness, knowledge, liking, preference, conviction, purchase), innovation adoption model (awareness, attitude, desire, trial, adoption), and communication model (reception, cognitive response, attitude, intention and behavior). Another model is AIDCA in (Kasali: 1999), namely; Attention, Interest, Desire, Conviction, and Action. As an example, we use the AIDCA model in assessing audience response, meaning that we will measure the achievement of advertising objectives with the following sequence of audience response stages:

- a. Attention, the ad must be able to attract the attention of the target audience, in terms of size, color, layout, typeface, creative advertising message.
- b. Interest, after the attention has been captured is how to get the target audience interested and wanting to know more about the product brand.
- c. Desire, advertising messages must be able to move people's desire to own or use the advertised product/service.
- d. Conviction, the advertising message succeeded in creating the target audience's confidence in the advertised brand.
- e. Action, advertising succeeds in encouraging the target audience to actually make a purchase.

##### 4.2 Advertising and Consumer Attitudes.

One approach that can directly influence consumer attitudes without changing consumer confidence in the product is advertising. Attitude is one form of audience response to advertising. Many studies have proven that consumer attitudes towards advertising are correlated with consumer attitudes towards products. This is what Hawkins, Best, Coney (2001) calls classical conditioning. It is said that, if we like an advertisement, then that liking will also be transmitted to the product. On the other hand, if advertising is considered unethical, for example if it exploits sex or SARA, then the product will also have an impact. Mowen (1995) found a relationship between consumer attitudes towards advertising, consumer emotions towards brands and trust.

##### 4.3 Television as Advertising Media

Advertising media are channels used by advertisers for mass communication. There are several choices of media that can be used, namely newspapers, magazines, television, radio, internet, and other outdoor media. Determination of the media that will be used for advertising communication is determined by the size of the budget provided, the reach of the media, and also the desired advertising effect.

Television advertising media is the most widely used advertising media by advertisers. However, advertising on television is an option that requires companies to provide a large budget. Just as an illustration of TV 7 advertising rates (now Trans 7), in 2006 for 1 slot with a duration of 30 seconds, during prime time requires advertisers to spend approximately Rp 12 million rupiah (Kennedy & Dermawan, 2006) . If in a day ads appear 10 times, then one month the company has to spend 3.6 billion rupiah for advertising spending. How much advertising spend in a year?.

In Indonesia, television advertising began to bloom in the 1990s when the first private television station, RCTI, was born. In subsequent developments, advertising on television is growing rapidly along with the emergence of many other private national television networks such as SCTV, Antev, TPI, Indosiar, Metro TV, Trans 7, Global TV, Lativi and Trans TV, and so on. advertise on national television networks, local TV or on cable TV . We can also choose when our ads run, whether in the morning (morning), afternoon (day time), late afternoon (early fringe), prime time (prime time), or late at night (late fringe) which is certainly different also the classification of fees to be charged. Although it is expensive, many advertisers choose prime time, between 19.00 - 22.00 WIB, because the most viewers are special on Saturday and Sunday.

#### **4.4 Advantages and Disadvantages of Television as an Advertising Media**

Television has several advantages and disadvantages when compared to other media. Some of the advantages and disadvantages of television media that the authors summarize from Belch & Belch (2004) and O'Guinn (2003) will be described below.

The advantages of television compared to other media are:

a. Provide many creative opportunities

The advantage of television compared to other media is the ability of television to convey a better/interesting message. The combination of pictures/scenery and sound enhanced by special effects, offers great, dramatic and lively visualizations as if the advertised goods/services are in front of the audience. Television advertisements can "juggle" an "ordinary" product to be visible. more attractive to the audience.

b. Wider coverage, lower cost per contact (coverage, cost per contact).

Television allows advertising to reach a larger audience, but at a lower cost per contact. Almost everyone of all ages, genders, income levels, education watches television. Due to its ability to reach this large/broad market, it makes the cost of contact to reach each audience (cost per contact) more efficient.

c. Target audience selectivity

Television is often accused of being a non-selective medium. In fact, television selects audiences as target market segments through diversification of program content, broadcasting time, and geographically based reporting methods.

#### **4.5 Weaknesses of Television as an Advertising Media .**

a. Fleeting Messages

One of the problems of advertising through television is that advertising is fleeting, advertising life is short. One ad slot lasts for only 30 seconds, making it difficult for television commercials to generate understanding and memory for the audience. In contrast to advertising through magazines where the recipient of the message / reader can reflect on the message through the physical form of advertising. Therefore, advertisers usually will sacrifice a very large amount of budget to repeat the ad serving in high frequency to overcome this weakness.

b. High Absolute Cost

Although the cost per contact becomes more efficient, but the need to repeat the high frequency of television advertisements, plus the cost of making the advertisement itself will result in the total cost of advertising on television being relatively high compared to advertising through other media.

c. Weaknesses in selecting the target audience by region (Poor Geographic Selectivity).

Advertisers looking for a specific/small target market will usually find that television's reach extends beyond its market, thereby reducing cost effectiveness. For example, an advertiser/company whose market is only in the Kalimantan area, would be less effective if using a national television network such as RCTI, which covers all of Indonesia.

d. Weaknesses in shaping audience behavior and attention (Poor Audience Attitude and Attention)

Advertising is weak in attracting the attention of the audience, because several activities (such as eating, drinking, making jokes, toilets) that the audience does during commercial breaks will reduce the

audience's attention to the advertising message. An advertising exposure on TV also does not guarantee a purchase will occur, but rather on the opportunity to communicate a message to a large number of consumers.

- e. **Distrust and negative evaluation (Distrust and Negative Evaluation).**  
Audience viewers do not believe (distrust) and even skeptical of TV commercials that are considered deceptive, uninformative or broadcast too often even though they do not like the content. Distrust is very high, especially in commercial advertisements and negative ratings, especially in advertisements that are considered unethical.

#### **4.6 Buying Commercial Time on Television**

Advertisers can buy commercial time on various televisions in various ways. Ways of advertising on TV include:

#### **4.7 Sponsorship (blocking time)**

Is where an advertiser is willing to pay for the production costs of a TV program and for all/part of the advertisements that appear on the TV program (A 'Guinn, 2003). Sponsorship is buying/riding a program for 30 minutes, (Kotler & Susanto, 2001), while Belch & Belch (2004), stated that in sponsorship the advertiser is responsible for the production of a program where in the program there is also a product/advertising message content. his company. For example, Gebyar BCA on Indosiar, Spectacular Merchant Lottery (Formula) on TVRI, and the last one is BRI Spectacular (TransTV). BRI Spectacular is a program fully funded by BRI that includes entertainment programs (singing, magic, dancing, comedy) and a lottery distribution of prizes for Honda CR-V cars for BRI Britama account holders. According to the President Director of BRI, this program is planned to be held every Saturday 18.30 – 19.30 WIB throughout the month of May to August 2007.

#### **4.8 Participation**

It is several advertisers who jointly buy commercial time, where their advertisements will appear together during the commercial break of a particular TV program. Usually each ad will appear for 1 slot of approximately 30 seconds. Advertisers will choose the most favorite shows that are loved by many television viewers. For example, during on air broadcasts of Bintang KDI TPI, Bintang IDOL or among soap operas with high ratings.

##### **a. Spot Advertising**

Is buying advertising hours on local TV stations. Advertising with spot advertising is widely used by local advertisers (local markets and products) or by large advertisers who have local and national markets so that they can choose to advertise either through national TV networks or local TV networks, where for advertising through local TV the advertising message will be adjusted. with local market conditions.

##### **b. Infomercial**

A relatively new form of TV advertising is infomercials. In Lamb (2003), an infomercial is a 30-minute or longer commercial that looks like a talk show on TV rather than a sale. Added by A Guinn (2003), in infomercial advertisers can buy television broadcasting hours between 5 minutes to 30 minutes and fill it with information/entertainment programs or documentaries. Infomercial is a broad advertising. Usually the infomercial program is managed by a program host who is ready with various information about the product, and he will bring in guest stars (it often happens that the invited guest stars are the artists who star in the advertisement for the product) to testify about his success after using the advertised product. In our television world, infomercials are mostly done by dairy products, beauty and health supplements, and are usually packaged and inserted in infotainment programs, as is often inserted in TPI's Go show infotainment program.

##### **c. Quiz**

Is an advertisement in the form of toys and entertainment (Kotler & Susanto, 2001). For example, Mentari's Double Bonus Quiz on SCTV, Bima Energi Rosa's Nail Quiz on TPI.

##### **d. Build In**

Is a product involved in a program / event. So the advertised product/service will appear at the event. For example Dunkin Donats in the soap opera Gara-Gara.

##### **e. Strategy for Doing Creative Advertising.**

As stated earlier, that the overall advertising activity in marketing is in order to build brand awareness (brand awareness) and brand equity (brand equity) and electronic marketing (e-marketing) (Ramadhani

et al., 2020). It takes creativity in advertising so that the intended goal can be achieved. Advertisers must have creative and ingenious ideas so that they can produce ads that are different, unique and interesting compared to competitors' ads.

Several strategies can be chosen to be able to do advertising creativity. Whatever strategy is chosen, the most important thing is that an advertisement must be able to position the brand in the minds of consumers/audiences as expected. A Shimp (2003) states that basically there are 6 (six) advertising strategies that can be grouped into three categories based on their orientation, namely functional orientation, orientation to symbols/experience and orientation to product category dominance, as shown in the following table:

**Table 1**  
Alternative Creative Advertising Strategies

Functional Orientation	Symbolic/Experiential Orientation	Categori – Dominance Orientation
Unique Selling Proposition	Brand Image	Generic
	Resonance	Preemptive
	Emotional	

Sumber: Shimp, 2003

#### 4.9 Functional Orientation

Namely an advertising strategy that is oriented to consumer needs on the concrete / physical / tangible benefits of an advertised product. The form of the advertising strategy used is the Unique Selling Proposition. Shimp (2003: 270) states: "...with the unique selling proposition (USP) the advertiser makes a superiority claim based on a unique product attribute that represents a meaningful, distinctive consumer benefit." products that provide different meanings and benefits to consumers). This strategy developed by Rosser Reves, a consultant at advertising agency Ted Agency, is described in his highly influential book *Reality In Advertising*.

## 5. Conclusion

From the explanation above, it can be concluded that advertising through television media even though it has to be more expensive, but television media provides many advantages, especially because of its wide reach, television also provides creative opportunities so that advertisements will appear more attractive. There are 6 alternative strategies that can be chosen in doing creative advertising. These strategies can be grouped into three categories based on their orientation, namely functional oriented (the strategy used is Unique Selling Proposition), symbol/experience oriented (consisting of Brand Image Strategy, Resonance Strategy and Emotional Strategy) and oriented towards product category dominance (consisting of from Generic Strategy and Preemptive Strategy). In practice, there is no pure execution strategy. The six strategies are not mutually exclusive. Consciously or not, an advertiser sometimes performs two or more of the above advertising strategies simultaneously. Whatever strategy is chosen, the most important thing is that an advertisement must be able to position the brand in the minds of consumers / audiences as expected.

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