Advertising Media Strategy as Product Ordering

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A R T I C L E I N F O

A B S T R A C T

With the splendor of advertising through above the line and the line bellows, then a separate issue for producers and advertising agencies to be able to create an effective to attract the attention of consumers on a product. And can be effective, if the purpose of advertising can be achieved or accomplished and useful for companies in the implementation of marketing functions, so a advertising be flexible, stable, sustainable, simple, and easy to understanding. Can create effective advertising is, of course, must begin with an understanding of the advertised product marketing programs, in addition to the ad should creative, has appeal, credibility endorse be aware of recall advertising is part of marketing activities. Through promotional activities, advertising is one of the strategies in marketing communications, to introduce or explain the product is marketed. Strategy that is often used in the shooting target market is the grouping of market/segment as an area prospective buyers/users. Selection of a specific market group will be easier to communicate through media advertising products. Or character traits in a group is a market segment of data to facilitate market the product. Market segment the reference and the main purpose of the products offered through advertising. Therefore, in designing advertising must understand and know what is happening in the market as a place of pitching products.

1. Introduction

The current development of economic activity has caused many new products and services to emerge. On the one hand, consumers will be made happy with the increasing variety of consumption products in meeting their needs, but on the other hand, consumers will certainly be more confused in choosing the products to be consumed. At this time when consumers are confused, producers are vying for the attention of consumers by informing and offering their products to become winners in a competitive market. This is where advertising is present in order to win the competition. face the dominance of competitors in fighting over consumers.

Advertising is one of the tools in the promotion mix which consists of five tools (Kotler, 2000). In addition to advertising, there are also sales promotions, personal selling, public relations, and direct marketing. However, advertising is the most widely used, especially for consumer products. Although it does not directly affect the purchase, advertising is a means to help effective marketing to establish communication between companies and consumers in their efforts to face competitors.

Advertising is a form of information on products and services from producers to consumers as well as delivery of messages from sponsors through a media. "Advertising is an advanced communication process that brings audiences to the most important information they really need to know" (Jefkins, 1997: 16). Frank Jefkins' statement above places advertisements as a form of message conveyed by producers to the audience as their potential consumers. With advertising, the public is expected to obtain as much information as possible from the advertised product or service. Advertising does have a close relationship with industry and the economy. Advertising will boost the level of sales of a product or service that keeps the industry of the

product or service going and in general will affect the level of the economy in the country. This is what makes advertising more or less one of the factors driving the economy. "Advertising is the most persuasive sales messages directed to the most potential buyers of certain goods or services at the lowest possible cost (Jefkins, 1997: 5).

Basically, the purpose of advertising is to change or influence the attitudes of the audience, in this case, of course, the attitudes of consumers. The appearance of advertisements aims to introduce products and services to consumers so that consumers are provoked/influenced. This will encourage changes in consumer behavior to be as desired by producers. In addition, advertising itself has several specific purposes 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; forming tastes for a product or brand or persuading 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 run (Bendixen, 1993).

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, increasing internet users, increasing the entertainment industry, have made the television world grow very rapidly. According to Murray and Jenkins (1992) the development of advertising goes through several stages, namely: (1) the Vehicle distribution stage, (2) the vehicle exposure stage, (3) the advertising exposure stage, (4) the advertising perception stage, (5) the advertising stage. communication and (6) sales response stage. As the number of television channels continues to grow, people are changing channels more frequently (Kotler, 2006: 120). This has the effect of decreasing the effectiveness of advertising on television. With the weakening of the effectiveness of advertising in the mass media, a new problem arises, namely how to effectively attract consumers' attention to a product. Because advertising through television media is no longer effective, producers and advertising agencies must find alternative effective ways to promote their products.

In advertising, producers or advertisers can choose one or both media to convey the message they want to convey. These media are above-the-line media and below-the-line media. Top-line media (above-the-line) is advertising that uses primary media such as electronic media and print media. The use of top-line media has the advantage of reaching a large audience, but this also increases the costs that must be incurred by a company to advertise. While other media are below-the-line media, these are minor media used to advertise products.

Although it is considered to be a minor media, advertising on the bottom line media also has an important role in an advertising campaign. This is because the bottom line media in certain ways can be more effective, depending on the form of advertising and campaigns that advertisers want to do. In addition, advertising also requires not small costs, therefore advertising must be designed in such a way with careful consideration so that the objectives to be achieved through advertising can be effective. This was stated by Kotler (1993: 30): "Because of the very large advertising budget, the ever-increasing market growth must be accompanied by an adequate increase in profits". In order for an advertising message to be effective the delivery process must relate to the recipient's process, for that the communicator must design the message to attract the attention of the target. Soewarno Handayaningrat (1983) states that: "Effectiveness is a measurement in the sense of detailed goals or objectives that have been determined previously". Measuring an advertisement must be done regularly and continuously, because the effectiveness of advertising can be known by doing research.

2. Literature Review

2.1 The Understanding and The Importance of Advertising

The word advertising (advertising) comes from the Greek which means more or less 'to lead people to ideas'. The comprehensive definition of advertising is "all forms of activity to present and promote ideas, goods, or services non-personally paid for by certain sponsors" (Durianto, 2004). Meanwhile, Wells, Burnett and Moriarty 1998 (in Sutisna, 2003), define advertising as follows: "Advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience". So according to the author, what is meant by advertising is an activity that is used by a person or group of people to influence or direct the minds of others to a certain goal by using certain media.

Advertising is one of the activities carried out by many companies and individuals. In advertising, the party who advertises (called the sponsor) must pay a certain amount of money to the media. So according to Basu Swastha and Ibnu Sukotjo (1999: 223) advertising is "non-individual communication, at a number of costs, through various media carried out by companies, non-profit institutions, and individuals".

Here the sponsors try to spread the news to the public. This news is called advertisement or advertisement. So advertising is different from advertising. Advertising is the process, while advertising is the news. Meanwhile, Lingga Purnama (2001: 156) states that: "Advertising is a form of non-personal or mass presentation and promotion of ideas, goods, and services in the mass media which is paid for by a certain sponsor". Because of the many forms of advertising and their uses, it is difficult to make an overall generalization about the specific characteristics of advertising as a component of the promotional mix. However, in general, the following characteristics can be observed:

a.   General presentation. Advertising is a very common way of communicating. This generality gives a kind of standardized product legitimacy and offerings. Since many people receive the same message, buyers know their motives for buying the product will be understandable to the general public.

b.   Widespread. Advertising is a pervasive medium that allows marketers to repeat one message over and over again. Advertising also allows buyers to receive and compare messages from various competitors. Large-scale advertising by a marketer indicates something positive about a marketer's size, power, and success.

c.   Stronger expression. Advertising provides an opportunity to dramatize a company and its products through the artistic use of print, sound, and color. But sometimes the ability to express that beyond certain limits can weaken the message or distract from the message conveyed.

d.   Not personal. Advertising does not have the coercive power of corporate salespeople. Audiences don't feel obligated to pay attention or respond. Advertising is only able to perform tasks that are monologue, not dialogue with the audience.

Advertising is an effective way to reach large and geographically dispersed consumers. On the one hand, advertising can be used to build a long-term impression of a product/brand and on the other hand, trigger rapid sales. An advertisement that tends not to have a major influence on consumer behavior will be doubtful if the advertisement can influence consumers to buy a brand. Therefore, in order for the product brand to be accepted by the public, the advertisement must be made as effective as possible, creative, attractive so that it can have a positive influence.

To make creative and attractive advertisements, it takes professional workers who have creativity in processing advertisements, from message planning, media planning to how to convey (expose) the message. In advertising agencies (advertising companies) there is a special section that designs creativity, these are called copy writers, scripwritters or screenwriters and art directors called art directors or visualizers. They believe that creative advertising will make the ad effective because with a creative display, the advertising message will be able to influence the audience.

Advertising creativity can be said to be a very important component of advertising, and several previous studies have explored the relationship between creative advertising and advertising effectiveness. The results of this study indicate that creative advertising has a positive effect on advertising effectiveness and brand attitudes (Shapiro & Krishnan 2001, Till & Baack 2005). Although several studies have stated that advertising creativity has an effect on advertising effectiveness, some studies also state the opposite, namely that creative advertising is only the ambition of copywriters/art directors to fulfill artistic values, without having a significant influence on effectiveness and attitudes towards advertising (Kover, Goldberg , & James 1995). Another opinion also states that creative advertising may indeed attract attention to the image and content of the advertisement but will interfere with attention to the advertised brand so that it will reduce the effectiveness of the advertised brand (Shimp, 2000).

2.2   Function of Advertising in Marketing

Advertising which means a message that offers a product that is addressed to the public through a medium (Kasali. 1995: 9). Advertising is a means of communication for products delivered through various media at the cost of the initiator so that people are interested in agreeing and following (Pujiyanto, 2001: 3-4).

Broadly speaking, communication includes three stages, namely source, message and receiver. Sources can come from sponsors, designed by the author and carried out by communication personnel. While the

message can be in the form of an autobiography that is delivered orally or in the form of a drama. And consumers as the target of the message will apply / use the message received.

Advertising is a medium of information that is made in such a way as to attract the interest of the audience, is original, and has certain characteristics and is persuasive so that consumers or audiences are voluntarily compelled to take an action in accordance with what advertisers want (Jefkins, 1997: 18).). Ralph S. Alexander in Jeffkins (1997: 110) formulates with the Association Marketing Association (AMA), that advertising emphasizes four main limitations, namely: 1) presentation of ideas for goods, namely a form of advertising that is displayed based on the concept of the product; 2) advertisements are aimed at the audience, namely advertisements that can reach large groups of people who are narrowed down to market groups; 3) advertisements have a clear sponsor, namely the creation of advertisements for the initiator of the company that finances them; 4) advertisements are subject to a presentation fee, namely in the distribution, publication and delivery at the expense of the company.

The function of advertising in marketing is to strengthen the encouragement of consumer needs and desires for a product to achieve satisfaction. In order for advertising to be successful in stimulating buyer action, according to Djayakusumah (1982: 60) it must at least meet the AIDCDA criteria, namely: Attention: contains power

Interest: contains attention and interest

Desire: gives rise to a desire to try or have

Conviction: generate confidence in the product

Decision: generate satisfaction with the product

Action: leads to action to buy

Based on the AIDCDA concept, advertising promotion should require sufficient knowledge of behavior patterns, needs, and market segments. The concept is expected that consumers can make sustainable purchases. All advertising efforts with persuasive language style try to get consumers to consume, regardless of their social status.

3. Research Method

Research is a series of scientific activities in order to solve a problem. Research results are never intended as a direct solution to the problems at hand. because research is only part of a larger problem-solving effort. The function of research is to find explanations and answers to problems and provide alternatives for possibilities that can be used for problem solving. The research method is a scientific way to obtain data with the aim of certain uses. The term scientific method shows the meaning that research activities are based on scientific characteristics, namely rational, empirical, and systematic. The rationale in research is that research is carried out in ways that make sense, not mediation results. Empirical is that research activities can be observed by the human senses so that others can observe and know the methods used

4. Result and Discussion

4.1 Advertising Effectiveness

At this time, the notion of effective is often identified with appropriate use. An advertisement can be said to be effective, if the purpose of the advertisement can be achieved or implemented. Lingga Purnama (2001: 159) states that: "The purpose of making advertising must be to inform, persuade and remind buyers about the products offered by the company through the advertising media". T. Hani Handoko (1998: 103) states that there are several criteria in assessing effectiveness, namely: usefulness, accuracy and objectivity, scope, cost effectiveness, accountability, and timeliness.

To be useful for companies in the implementation of marketing functions, an advertisement must be flexible, stable, continuous and simple and easy to understand. This requires analysis, forecasting and development of the advertising effort by considering all advertising creation as a continuous process. Advertising activities should be evaluated to find out whether they are clear, easy to understand, and accurate and on target. Company decisions and activities are only effective if they are based on the right information. Advertising also needs to pay attention to the principles of comprehensiveness, unity and consistency. Cost effectiveness concerns the time, effort and emotional flow of the ad's accomplishments. Then advertising

must also pay attention to the aspect of responsibility for the implementation of the advertisement and responsibility for the implementation of the advertising activity. So that all advertising activities that have been carried out will be on time as planned. If the advertising objectives can be achieved, by first selecting the appropriate media and preparing a budget for the advertising activities, then an advertisement can be said to be effective. Some advertising experts argue that for an advertising campaign to be effective.

Some advertising experts argue that for a campaign to contain a big idea that attracts consumers' attention, gets a reaction, and separates products and services advertised from other products in competition (Lee, 1999). Shimp (2000) states that massive investment in advertising shows that many companies have confidence in the effectiveness of advertising. In general, advertising is appreciated because it is known as implementing various communication functions that are important for business companies and other organizations, where these functions include

a.   Informing, namely making consumers aware of new brands, educating them about the various features and benefits of brands, and facilitating the creation of a positive brand image.
b.   Persuading, which means that effective advertising will be able to persuade customers to try the advertised products and services.
c.   Reminding, where advertising serves to keep the company's brand fresh in the minds of consumers.
d.   Giving added value (adding value). Advertising adds value to consumers by influencing consumer perceptions:

Factors that can affect the effectiveness of advertising include the use of endorsers (celebrities) as messengers of advertising, as stated by Heebert Kelman (Belk 1999, in Kusudyarsana 2004) which states that endorsers can be used by marketers in three categories, namely: credibility, attractiveness , and power.

The credibility of the endorser affects the decoding process of a message. If the endorser can be trusted by the audience, the message is very likely to be trusted (Schiffman & Kanuk 1995 in Kusudyarsana, 2004). A credible endorser will be able to increase message acceptance, on the other hand, a non-credible endorser will decrease the message acceptance rate (Kusudyarsana 2004). The formation of attitudes towards brands is directly influenced by perceptions of endorsers, both celebrity and non-celebrity endorsers (Burke and Eddel 1989, Mackenzie, Lutz and Belch 1986, in Yulistianto and Suryandari, 2003).

In addition, the perception of endorsers also affects the formation of target consumers' attitudes towards their attitudes towards advertisements. So that indirectly, the perception of endorsers affects consumers' purchase intention (purchase intention) through attitudes toward the brand (brand attitude) and attitudes toward advertising (attitude toward the ad) (Yulistiano & Suryandari, 2003). However, according to Alifahmi (2005) for certain products such as cosmetics, clothing, and jewelry, the influence and image of the advertising star can be stronger than the product itself. Because of the popularity of the endorser used, consumers only remember the star of the ad (the endorser) but forget the brand of the product (Alifahmi, 2005). The most critical response from a consumer is dislike or negative perception of the endorser. This will lead to a decrease in message reception. Generally, this occurs when consumers think that the endorser is telling dishonesty or lying so that consumers do not accept what the endorser says (Yulistiono & Suryandari, 2003 p 231).

Meanwhile, according to Ray (1996) advertising can also affect how appropriate the advertised product can be felt, then it can affect attitudes and memories. The existence of someone's reminder of a product will cause stability in buying interest, because every action will be based on memories that already exist in his mind. The existence of new and interesting positive information that deserves attention will further strengthen memory or top of mind (Assael 1996). Supporting the above statement, Krishnan & Chakravarti in Cobb, Walgreen et al (1995) state that advertising will affect the strength of brand equity and strong brand equity will cause consumers to place the brand in their preference and increase the probability of brand placement in the evoked set (Cobb, Walgreen et al 1995). The gap that appears in the discussion about the effectiveness of this ad is the difference in views on the effect of advertising creativity and endorser credibility on advertising effectiveness. Shapiro & Krishnan (2001), Till & Baack (2005) stated that creative advertising has a positive effect on advertising effectiveness and attitudes towards brands. Meanwhile, Kover, Goldberg, & James (1995) stated that creative advertising is only the ambition of copywriters/art directors to fulfill artistic values, without having a significant influence on effectiveness and attitudes towards advertising.

According to Lee (1999), effectiveness can be measured in terms of attainment of concern, conveying main ideas, influencing attitudes, creating emotional responses, and purchasing choice tendencies. However,

according to Schults & Tannenbaum in Shimp (2000), the effectiveness of advertising can be seen from brand recognition, advertising is remembered, and advertising messages are understood. The higher the degree to which the brand is recognized, the ad is remembered and the advertising message is understood, the more effective the ad is in conveying its objectives.

4.2 Advertising as a Marketing Communication Strategy

Advertising (advertising) is one of the most popular forms/models of marketing communication and is most widely used by various companies, because advertising has many choices of media (electronic and non-electronic), many variations and many targets.

Vakratsas (1999) states "that advertising effects should be studied in a space, with affect, cognition, and experience as the three dimensions. Advertising positioning in this space should be determined by context, which reflects advertising's goal diversity, product category, competition, other aspects of mix, stage of product life cycle, and target market". So the role of advertising in shaping consumer attitudes and experiences. Influencing the product life cycle and targeting the desired target market.

Advertising functions as an attention grabber, so that consumers are interested, there is a desire to buy and decide on a purchase, as the model said by Strong (1988), he stated "The first formal advertising model was probably AIDA (Attention→Interest→Desire→Action).)". Vakratsas illustrates how advertising works. Starting from advertising input, filtering by consumers, processes on consumers and finally consumer behavior. Like the following picture.

Advertising input, is input in advertising, in the form of message content, media schedules and repetition. The form and creation of advertising here has a big influence on success in marketing communications. Screening is the attitude of consumers when they first receive advertisements. Consumers pay attention or not depending on their motivation and ability (involvement). Consumers who are advertising targets will act based on awareness, be moved and experience as an element of consideration in consumers. Consumer behavior is a consumer's action on the existence of advertising, whether to make a choice, consume, be loyal to certain products, become a habit, etc., is a measure of the success of advertising.

Marketing communication is an ongoing dialogue between buyers and sellers in a market segment (Delozier, 1976: 168). It emphasizes two-way information and persuasion that support the marketing process to function more effectively and efficiently (Nickles, 1984: 7). Kotler (1989: 40-46) explains that marketing communication is the process of processing, producing, and delivering messages through one or more channels to the target audience group, which is carried out continuously and is two-way in nature with the aim of supporting the effectiveness and efficiency of marketing a product. . This process is continuous, starting from the product planning (design) stage, distribution, to promotional activities (through advertising, direct marketing, and special events) and the stage of buyers and users among consumers.

Marketing communication through advertising promotion activities is one of the strategies in introducing or explaining the products being marketed. The strategy that is often used in targeting the target market is the existence of market/segment grouping as the area of potential buyers/users. Selecting specific market groups will make it easier to communicate products through advertising media. The characteristics or characteristics of a group of market segments are data to facilitate product marketing. The market segment becomes the main reference and purpose of the products offered through advertising. Therefore, in designing the advertising design, one must understand and recognize what is happening in the market as a place for throwing products. According to Philip Kotler (1990: 164-174), market segmentation is sorting out a broad market into groups based on geographic, demographic, psychological, and behavioristic factors.

4.3 Evaluating Advertising Effectiveness

Most of the money that ad agencies spend is on trial ads and very little on evaluating the ads. In fact, the company should advertise first in one city, evaluate the results/effect, only if it succeeds in advertising nationally or internationally.

In general, advertisers will seek to measure the communication effect of an awareness, i.e. its potential effect on awareness, knowledge, or preference, as well as its effect on sales. Good advertising planning and control is highly dependent on measures of advertising effectiveness. Advertising effectiveness can be measured from (Kotler: 2000):

a. The communication impact of an advertisement, namely its potential effect on awareness, knowledge, and preferences.

b.   Impact on sales, this measurement is more difficult to measure than the impact of communication because sales are influenced by many factors other than advertising, such as product appearance, price, availability, and competitors' actions.

5.   Conclusion

Advertising is part of a marketing communication strategy that is very useful to help companies achieve their goals. Considering the importance of advertising for companies, advertising must be made carefully and planned, taking into account the things that can make an advertisement effective. A good advertisement must be able to provide information that is easily understood by the public (consumers) in order to obtain a positive response for consumers. Clear information visually and verbally will benefit the producer. Positive expectations in people's hearts are the main goal of producers in offering their products, so that they can be accepted in the market. Various ways producers in promoting their products through advertising are expected to get a positive image of consumers. Consumer assessment of the product, which includes, among others:

a.   Obtaining good ratings from consumers Ratings from consumers are very important, because it can be seen whether what has been advertised has been accepted or embedded in the hearts of consumers.

b.   Cultivate and provide understanding about the products that consumers need. This technique is done to strengthen the consumer's good perception of the desired product. Consumers will be reminded of the advertised product many times. Often the appearance of advertisements in offering or introducing products that are not misleading, so that consumers will receive information that ultimately buys the products offered.

c.   Obtaining good etiquette from consumers in helping promote products Consumers' good responses to advertised products are very helpful in smooth promotion.

d.   Overcome consumer prejudice against the products offered. Advertisements sometimes cover up the lack of product quality that is informed, or consumers have bad prejudice against the informed. To straighten out this inaccurate information, it is necessary to have accurate advertisements to ward off this assumption.

e.   Educate consumers to use the products presented in advertisements

f.   Provide information and education to consumers. Not all advertisements provide information or education to consumers, because they are considered less effective in increasing marketing. The ineffectiveness of these advertisements may be due to the lack of precise timing of information. If the time of delivery is right, it will undoubtedly be accepted by consumers by itself, marketing will run smoothly.

The marketing strategy that is often carried out by producers in marketing their products through advertising media is to target certain market segments. In facing the free market in the global era, of course, this strategy is very efficient and appropriate, because it is in accordance with market factors, such as: geographic, demographic, psychological, and behavioristic. If the information conveyed is clearly in accordance with the segment, it will certainly get a positive response on the part of consumers who ultimately buy the products offered.

Evaluation of the effectiveness of advertising should always be done to find out how far the ads that have been done can run in accordance with the wishes of the company. This evaluation can be done by conducting research through the effects of communication and sales effects.

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