

THE IMPACT OF VISUAL APPEARANCE AND TEXT MESSAGES ON CONSUMER AWARENESS OF NON-FORMAL EDUCATION DESIGN INSTITUTION CREATIVO

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ABSTRACT

The rapid and lively growth in Creative industry proved increasing the of contributions for national economy, because this industry sector creating welfare as well as job opportunities by producing and exploiting resources creation and copyright. Along with the rapid growth of this sector, “Creativo” presents to take advantages of the opportunities. As well for the answer of the challenges that exists in the Creative Industry. In the progress of increasing their costumer’s awareness, they performs various promotional advertising, which one of them is Newspaper Ads.

The true aim of this research is to find out whether there is a significant connection effects between the visual appearance and text messages as independent variables of this research to Consumers awareness as dependent variable. The theoretical basis for this research are advertising and consumer awareness theories. The results of the linear regression analysis indicates that Visual appearance and Text messages indeed give a significant influence to consumer awareness.

Keywords: ads, newspaper ads, visual appearance, text messages, consumer awareness, impact of news paper advertisement

INTRODUCTION

Nowdays The Creative Industry has grown rapidly and increasing towards a positive outcome. Creative industry has given numerous contribution to National Economic Growth. In 2002-2006 this industry contributed about 6.3 % of gross domestic product (gdp), it’s equal to 104.6 trillion Indonesian rupiah (constant value). Creative industry also widen the variation of job opportunities. It absorbed employments about 5.4 million in year 2006, with the level of participation by 5.8 % , as for the export value that reached 81,4 trillion rupiah in 2006. This industry also proved to give 9.13% contribution to the total national export value. Overlooked for all that facts, it showed that creative industry hold such a high potential value in the future markets. With such a compromising future in Creative Industry, which needed to look upon at then ‘Creativo’ was built.

Creativo is non-formal educational Institution based on design fields. Creativo built on 2012. Creativo provides various design programs such as Graphic Design, Illustration, Interior Design,

Photography, and many more. Even they could provide some programs that can be adjusted to the customer needs and requests. Creativo has increased since then, but begin on march 2014 the had a stagnation. The numbers of students suddenly in stagnation situation. They tried to solve the problem with doing some research and survey, and as the result they discovered what's Creativo really lacked of. It's Consumer Awareness. Most of the respondent stated that they don't know about Creativo or they haven't heard about Creativo. As the next step they decided to do a promotion. So far the promotions they did was only by social media and website, so they would like to try some other promotional methods. They did a another research to find the perfect media to do the promotional. Then based on budgeting, the survey results, and the characteristic of each media, they decided to do newspaper advertisement as the next strategy to increase Consumer awareness about Creativo.

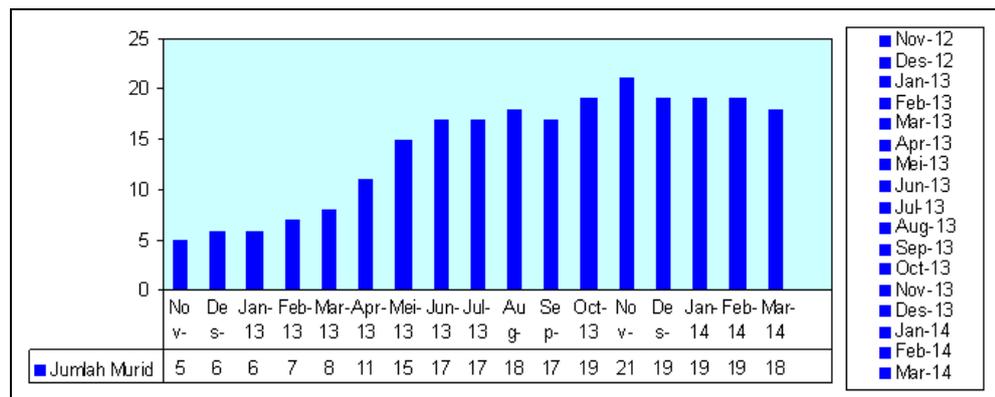


Figure 1. The Development of Creativo's Student numbers that went into a stagnation state

According to Wells (2011: 283) The Newspaper ads consists two elements. The elements are Visual Appearance and Text Messages. So this research is made to over look The Impact of Visual Appearance and Text Messages on Consumer Awareness of non-formal Education Design Institution Creativo.

Problems Formulation

The Problems Identification :

1. Is there any impact on Visual Appearance of newspaper ads to Consumer Awareness of non-formal Education Design Institution Creativo?
2. Is there a Is there any impact on Text Messages of newspaper ads to Consumer Awareness of non-formal Education Design Institution Creativo?

Research Purposes

This Research purposes is to aim :

1. To Identify and analyze the extent impact of Visual Appearance of Newspaper ads to Consumer Awareness of non-formal Education Design Institution Creativo.
2. To Identify and analyze the extent impact of Text Messages of Newspaper ads to Consumer Awareness of non-formal Education Design Institution Creativo.

LITERATURE REVIEW

There were some previous studies that were done which conducted in the similar subject. The research conducted by Hemashinta (2012) entitled “The impact of Pocari Sweat Television ads stimulus to Brand Awareness. The research was done to 250 students of Gunadarma University, Malang. The research used Probability sampling with simple random sampling method. As the result it turned out that each variable had a significant influence to Brand Awareness, and those variables also influenced simultaneously to Brand Awareness.

The other study conducted by Faristin, et, al (2013) entitled “The Effectiveness of University Advertisement in order to increase Brand Awareness”. The research used descriptive research, purposive sampling, and questionnaire. The result showed that Visual design and text message in the ads effectively increased the brand awareness.

The Research done by Yuni (2012) entitled “The impact of television ads of Sunsilk Shampoo to Brand Awareness. The research used Multiple Regression Analysis. It turned out as the result that Visual appearance, text messages, and colours had the significant impact on Brand awareness, while music, slogan didn't had the significant impact on Brand awareness.

Advertisement

Ads is the part of the marketing mix. In a modern conceptual ads is a form of paid communication that using mass media and interactive media to achieve wide range of audiences in order to connect a certain sponsor with target audience while giving them any informations regarding the products, goods or services. According to Kotler (2012: 48) Ads is defined as any forms of Presentation of non-personal, ideas promotional, goods, or services by a certain sponsor that requiring payment. While Kasali (2009) said that ads is a message that offers any kinds of products that aimed to attract public attention through a media. Jefkins (2003) stated that ads is persuasive selling messages that directed to the potential buyers of any products or services using the low cost possibly. Ads Created in order to form up some effects, influenced the consumer that saw the messages, in other words the ads is successful if the consumer or the targetted audiences responded as the way the ads wanted. According to Tjiptono (2008), Ads has four major functions which are :

1. Informative; to inform the audiences about product details.
2. Persuading; to influence the audiences to buy the products.
3. Reminding; to remind the informations about the products
4. Entertainment; to create refresing entertainment while the audiences digest the information about the products.

Newspaper Ads

Newspaper Ads is one of the most conventional type of ads but it's still highly effective until now. Newspaper is one of the media that the main purpose is to provide all informations for the people. Or it's said that the newspaper is some sort of publication that consists of information, news, and ads. Usually printed on paper that specially produced in that purpose (Harjanto, 2009: 410). In marketing mix, newspaper ads counted as an approach to create awareness of a certain products or services. Newspaper ads could targeted into more focused because the audience could be segmented by the market. The strength of newspaper ads according to Kasali (2007: 107) includes :

1. Market Coverage; newspaper is capable of scope the targeted areas (national, regional, and local)
2. Comparison Shopping; audience could easily brought newspaper with them, and they could use it as reference when they need it. It has the advantages which is television ads lack of.

3. Positive Consumer Attitude; Consumers generally thought at newspaper as actual media contains the most recent news and updates.
4. Flexibility; Advertisers could choose freely which market they targeted geographically according to the products/services they had, then chose the most suitable media to put the ads.

Ads would be effective when there is a reaction or response from the targeted audiences. These reactions happen when the audience see, heard, or think about an ad. According to William Wells (2011:478) The Elements that would be a key in Newspaper ads are Visual Appearance (Art) and Text Message (Copy Writing).

Visual Appearance (Art)

Visual Appearance is a description of an idea and messages delivered through Photos, Illustration, Colours, Typography, and logo type inside of ads (Wells, 2011). In other words Visual Appearance are any elements such as line, art, photos, and any other elements that could be arranged into one design composition (Graham, 2005: 3). While Jefkins (2003) said that visuals are the aspects that used to beautify, give some professional impression, and at the same time as the supporters of campaign elements.

Ads that displayed with some images usually attract audience's attention to read the messages of the ads. Consumer not only paying attention to the visual, but they also remembered the picture than the words. The visual images are so strong embedded in memory, that is why usually visual is working together with the text messages to produce a creative concept. According to Manullang (2009) ads would work to their fulfillments of they consist of these requirements :

1. Eye Catching; audience could see the ads right away because of its placement.
2. Interesting; interesting because of its color harmony, the using of appealing images, or may be because its layouts.
3. Captivating; ads would be captivating if the ads could give longlasting impression to their audiences. The Audiences know when they read the messages and they would finally trying to find out more information according to that products or services.

Text Messages (Copy Writing)

Text Messages is any form of writing that displayed as text in any ads, these includes all materials used in publications (Wells, 2011: 474). Copy writing is an art of sales writing that sells through printed media. Copy writing must be created with visual minds, and forming into any kinds of creativity in order to achieve its goal (Jefkins, 2003). There are two categories of text messages which are: Display copy and body copy. Headline, subhead, caption, slogan, and tagline include in Display copy. While in body copy includes any ads text that written in paragraph, or several lines of sentences. The goal is to explain the idea or selling point. Contains messages that explain the products or services. It could be expressed in narration, or even poems. Kotler (2012: 47) said that text messages should be contain of these indicators:

1. Informative; text messages has to be able to pass the information according of that products or services, so that the consumer could understand the messages.
2. Persuasive; the delivered text messages could persuade the consumer to be interested and looking for further information about the products or service.
3. Reminder; The delivered Text Message should contains the elements that easy to reminder such as catchy slogan, or any words that would easy to associated by the consumer.

The consumer ability to understand the messages that bought by the ads would leads to Consumer awareness.

Consumer Awareness

Ads is the key that connects advertisers with their consumer. One of the fuctional point of ads is to pass the messages about the products or services to the consumer. Using the persuasive ads, the audiences would aware and remember the products, understands about the advantages of the products, and finally became attached to the products. These would fit the Ads Penetration model known as AIDCA (Jefkins, 2009: 242-243); Attention – Interest – Desire – Conviction – Action. It's said that the process of building brand awareness is triggered by Attention, and next step is interest which stimulated by the persuasive ads. According to Kotler and Keller (2010), Brand awareness is an ability to indentify or reminder in details a certain brand by their categories. There are four indicators that set to measure Consumer Awareness by Kotler and Keller (2010);

1. Recall; how far the consumer can remember the brand when they were asked about some brands in general.
2. Recognition; how far the consumer can recognize the brand in particular category.
3. Purchase; how far the consumer will be eliciting the brand to choose when they were about to purchase products or services
4. Consumption; how far the consumer will still remember the brand when they were using the competitor's product or services.

The Relations between Variables

Visual is the first thing that used to attract consumer attention. According to Yuni (2012) stated that images and colours gave a significant impact to brand awareness of Sunsilk Shampoo. The color harmony and the appealing images give the right impact to Consumer awareness. Hemashinta (2012) said that the right choice of visual images placed in ads would give a big impact the products to be able to success and well known by the consumer. While Rahmadawita (2014) in her research stated that the quality of text messages would give some impact in Brand attitude partially and simultaneously. Text message must be made to had a selling points. And according to Permatasari (2014) said that text message, ads structure, ads format, and ads source gave the positive impact to consumer buying decision as well. With text messages, consumer receive amount of informations about the product/service, then it's building up the consumer awareness, that would ended up buying decision. Landa (2006) stated that with the proper combining of Visual Appearance and Text Messages in ads would gave a faster stimulation to consumer awareness. In the other hand, if the unproper visual appearance and text messages would misleading the consumer about the brand, that would ended up with the consumer would unaware of the brand (Durianto, 2004: 6).

Analysis Model

Newspaper ads have 2 variables which are: Visual appearance and Text Messages that would be analyze further in this research. The concept of this research is the impact of Visual appearance and text message to Creativo's Consumer Awareness. The variables of Visual Appearance taken from Wells (2011), while the variables of Consumer Awareness taken from Kotler and Keller (2010).

Hypothesis

The Framework concept could be described in this model analysis below :

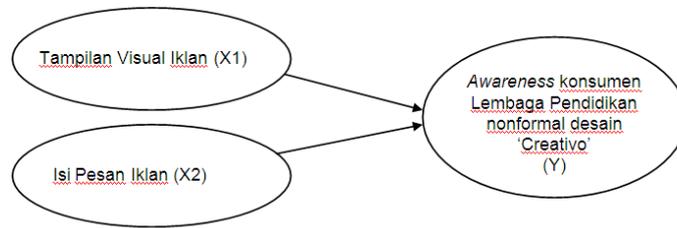


Figure 2. Model research analysis

Based on the theory that has been studied, then obtained these following hypothesis:

H1 : Visual Appearance and Text Message in newspaper ads has an impact to Consumer Awareness of non-formal education design institution Creativo simultaneously.

H2 : Visual Appearance in newspaper ads has an impact to Consumer Awareness of non-formal education design institution Creativo partially.

H3 : Text messages in newspaper ads has an impact to Consumer Awareness of non-formal education design institution Creativo partially.

RESEARCH METHODS

This Research was conducted by using quantitative method. The data was analyzed and tested using SPSS Statistics software.

Place and Time research

This research took place in Creativo, Surabaya by the time of July 2014 to August 2014.

Sampling Method

Sample in this research is using Purposive samples from 80 respondents. It includes all people that already seen the Visual appearance and text messages of Creativo newspaper ads in periode of april to juli 2014, and had an interaction with Creativo through phone, blackberry, email, or come straight to creative. While the population on this research is infinite because the numbers is unknown.

Data Collectiong Method

This research is using questionnaire to collect the data. Questionnaire are given with set of Question list about the variables that had to be answered as instructed.

RESEARCH RESULT

The data on this research was already undergoing to some Validity and Reability tests. The Validity test used to 30 samples with the similar characteristics in order to proved that all the measuring instrument is really Valid. This Validity test was using Correlation Product Moment Pearson and the test was running with SPPS 19 as the software. Through the test, it would be

find out that all the Variables (Dependent and Independent Variables) are Valid. It showed from the significance values from each variable is less than 0.05.

As for Reability test is needed to measure the consistency of the measuring instrument. The formula used for Reability test is *Croanbach Alpha* (α) and the test was also running with SPSS 19 software. The Outcome stated that all *Croanbach Alpha* for all sub variables in dependent and independent variables are greater than 0.6, as well as the value of *Croanbach's Alpha if item deleted*, that has to be less than the *Croanbach's Alpha* value itself. If that accomplished then all of the items would be Reliable.

F test Statistic was running to examine whether there is any significant impact placed by the independent variables to dependent variable. The result of the F test would shown below :

Table 1. F test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.623	2	9.812	145.513	.000 ^b
	Residual	5.192	77	.067		
	Total	24.815	79			

a. Predictors: (Constant), Isi Pesan Iklan, Tampilan Visual Iklan

b. Dependent Variable: Awareness Konsumen

As the Table 1 shows above, the value result of F sig value is 0.000 (less than $\alpha=0.05$), so it's said that All the Independent Variables (Visual Appearance and Text Messages) had some Significant Impact to dependent variable (Consumer Awareness) simultaneously.

T Test was running in order to see how far the impact on one independent variable individually to dependent variable partially.

Table 2. t test result

Coefficient ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.542	.198		2.741	.008		
	Tampilan Visual Iklan	.536	.070	.602	7.646	.000	.439	2.280
	Isi Pesan Iklan	.309	.071	.344	4.371	.000	.439	2.280

a. Dependent Variable: Awareness Konsumen

As the table shown above, the significant value for Visual Appearance (X_1) and Text Message (X_2) are 0.000 (less than $\alpha=0.05$), so it's shown that Visual Appearance and Text Messages had a significant impact to Consumer Awareness partially.

(R^2) test is using to know how far the ability of independent variable to explain the dependent variable variations.

Table 3. (R²) test result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.889 ^a	.791	.785	.25967	2.263

a. Predictors: (Constant), Isi Pesan Iklan, Tampilan Visual Iklan

b. Dependent Variable: Awareness Konsumen

From the table above, it shows that the result of R² is 0.791. this means that about 79.1% of Consumer Awareness was influenced by Visual Appearance (X₁) and Text Messages (X₂), and another 20.9% was influenced by other factors that didn't pursued in this research. Normality Test was using *Komogorov Smirnov* to test the distribution of the normality data.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	.25635878
Most Extreme Differences	Absolute	.073
	Positive	.059
	Negative	-.073
Kolmogorov-Smirnov Z		.655
Asymp. Sig. (2-tailed)		.784

a. Test distribution is Normal.

b. Calculated from data.

From the table 4 showed that the significant value (Asymp.Sig 2-tailed) is 0.784, and

because the significant is greater than 0.05 so it the residual is normal. This kind of regression medel said to be accomplishing Normality Assumption.

Multiple Regression Analysis used to know how far the impact of independent Variables to dependent variable. While the formula used in this test is

$$Y = 0.542 + 0.536 X_1 + 0.309 X_2$$

The Interpretation of this analysis :

1. The regression coefficient value in Visual Appearance (X₁) is 0.536. the positive result showed that there is a parallel connection between Visual Appearance of Newspaper Ads to Consumer Awareness. The better its Visual Appearance, the consumer awareness would be increased as well.
2. The regression coefficient value in Visual Appearance (X₂) is 0.309. the positive result showed that there is a parallel connection between Text messages of Newspaper Ads to Consumer Awareness. The more persuasive its Text Messages, the consumer awareness would be increased as well.

Therefore it can be concluded that the better The Visual Appearance and The Text Messages, then the Consumer Awareness will increase as well.

Managerial Implication

This Research generated some Managerial Implications that could be used to its full extend, which later could be a platform for the later research, or to be conducted for the researchers and Creativo as well.

1. Visual Appearance Variable (X_1)

Table 5. Managerial Implications for X_1

Before research	After Research
The Visual Appearance consisted of interesting photos, illustrations, or images but in general way, without consider the latest design trends that currently popular to the audiences.	Investigating and exploring more latest design trends that audiences likes and applied on Creativo’s Ads Visual Appearances for the upcoming promotions. Creativo planned to be always up to date in its design works, and hopefully the Consumer would be more aware and recalled to Creativo by its Visual Appearances

2. Text Messages Variable (X_2)

Table 6. Managerial Implications for X_2

Sebelum Penelitian	Implikasi Manajerial
Text messages on the ads were usually using shorts text that piqued consumer’s interest	For the upcoming ads, Creativo would not only using the short messages that piqued interest but would had to convey its Positioning in the market, so the Consumer would understand the Qualities of Creativo from its competitors. The Text message would be using to bring out some Special short classes or Promotional Classes.

CONCLUSION AND SUGGESTION

Conclusion

From the Multiple regression analysis shows that the Consumer Awareness of Creativo (Y) was influenced by both independent variables, so these are the hypothesis :

There is a significant impact between Visual Appearances(X_1) of Creativo’s newspaper ads to dependent Variable which is Consumer Awareness(Y).

There is a significant impact between Text messages (X_2) of Creativo’s newspaper ads to dependent Variable which is Consumer Awareness(Y).

In each independent variables gave a significant impact to Consumer awareness, but the value of Visual Appearance is slightly higher than Text messages variable. It shows on *Standardized Coefficient* column that Visual Appearance shows a higher value than Text Messages.

Taken from the descriptive analysis, Visual Appearance of Creativo’s newspaper ads has managed to attract its consumer to become interested and finally joined Creativo, but it still needed to explore the latest design trends so the Consumer not only aware but interested in more in Creativo as well. While from descriptive analysis on Text Messages of Creativo’s news

ads showed that the text messages of Creativo's news paper ads are quite informative, but for the upcoming ads it need to add some catchy tagline or slogan, so it will be easier for the Consumer to be more aware of Creativo.

Suggestions

1. It turned out that the promotion by newspaper ads had an impact on Consumer Awareness, so newspaper ads is quite recommended way to promote products/services, but before launched the promotion, the advertisers should taking some considerations about the segmentation, budgeting and also its market coverage
2. it required not only a good sense of design but also knowledge of the latest design trends that audiences love, so the promotion would be highly effective to achieve its purpose. This supported by research from Hemashinta (2012) that said that visual effect was designed creatively to achieve a high level differentiation so it could penetrate and locked in Consumer mind.
3. When advertisers doing some promotions, the Positioning of the product should be on the priority as well, because through positioning consumer would notice the advantages of this products/services compared to the products competitors.
4. By the Visual Appearances and The Text Messages consumer could aware, understand and reminded about the product or services, so the promotions would be more effective when the advertisers paid more attention to Visual Appearance and Text Messages, however this research only limited to the impact of newspaper ads to Consumer Awareness, so it would also needed to do further research about The impact of Visual Appearances and Text Messages to other variables.

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