

THE USE OF ADVERTISING AND SOCIAL MEDIA IN TODAY'S TEENAGE LIFESTYLE

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ABSTRACT

Success in an advertisement or social media is very dependent on an attractive visual appearance and what you want to convey. Social media is a means for consumers to share text, image, audio, and video information with each other and with companies, and vice versa. Social media allows marketers to establish a public voice and online presence. They can effectively strengthen other communication activities. Due to their day-to-day immediacy, they can also encourage companies to stay innovative and relevant. This study used the descriptive qualitative method. Data were collected using the method of observation, literature study, and documentation. The analytical method used is Design Review with stages: Descriptive, Formal Analysis, Interpretation, and Evaluation. The results of this study can be used in advertising appropriately by considering the target audience and product characteristics so that it is useful for students and practitioners to increase knowledge about advertising and social media, know the process of reviewing advertisements, and become a reference in designing communicative, aesthetic, and interesting

Keywords: Advertising, Social Media, Social Media Advertising Strategy

INTRODUCTION

Human is the only being of God's creation who is given with morals, science, and knowledge to create culture from tradition. They are different from other creatures that live by using basic instincts (survival instincts) that have been embedded in DNA. Human interest in visual imagery has been seen since ancient times from the paintings on cave walls. Alongside the developments in the BC era; at a slow but certain pace, humans were able to produce clay craft objects and the beginning of faith in the figure of a god that they worshiped through statues that made resemble the appearance or figure they believed in.

Moreover, this belief was rooted and developed and produced other derivative beliefs through human deployment. Although not in theory it can be seen that the power of word of mouth, visuals, and persuasion can create trust and belief.

This habit passes through time and ages, until it becomes what we have commonly known in the form of media, both print and digital, which is made to persuade people, namely advertisement. From various directed target markets, there is an interesting group to discuss, namely teenagers because a teenager is a time where humans are more to pleasure rather than the following consequences. Besides teenagers, the chosen media is social media. Marketing through social media has grown rapidly in recent years. Social media services such as Instagram, TikTok, Facebook, YouTube, and Twitter open up online advertising opportunities in new ways to build long-term relationships with consumers. Social media makes an interesting way of capturing the consumer response. With search mode, a view-through experience reflects a consumer's response that leads to the purpose of placing the advertisement.

Similar to the advertisement power in the advertising world, visual and copywriting skills will determine how the advertisement can stay in the target market's mind. All people, whether young or old, rich, average, poor, female or male, have their own preferences, moreover, the advertisement must be appropriate with the profession they are pursuing. An advertisement must also meet the requirements to be able to convey its product message to consumers, namely, by narrating the object (copywriting), differentiate from the competitor (differentiation), and relationships with other objects (correlation). The product types that can be offered by an advertisement also vary; starting from physical products, services, and brief news about the event condition. (Kotler & Armstrong, 2012)

RESEARCH METHODS

This research uses a qualitative descriptive method that focuses on the effort to describe, analyze, and interpret several Instagram advertisements. Through this method, various actual information about the use of advertising and social media can also be obtained. Data collection techniques used were observation, literature study (books, journals, and websites), and documentation.

The analytical method used in this research is design review, which starts from the descriptive stage, formal analysis, interpretation, and image evaluation. (Lexy J. Moleong, 2017)

RESULTS AND DISCUSSION

Visuals in Advertising

Referring to the KBBI, the term visual is something that can be seen with the sense of sight (eyes), this means that content is not limited to the image boundaries, but also the arrangement of the existing words. Visual context or images, in advertising in general, are: pictures and words, from this point, can be re-described in a hegemonic manner in three main points, namely: symbolic expression, index, and symbolic facts.

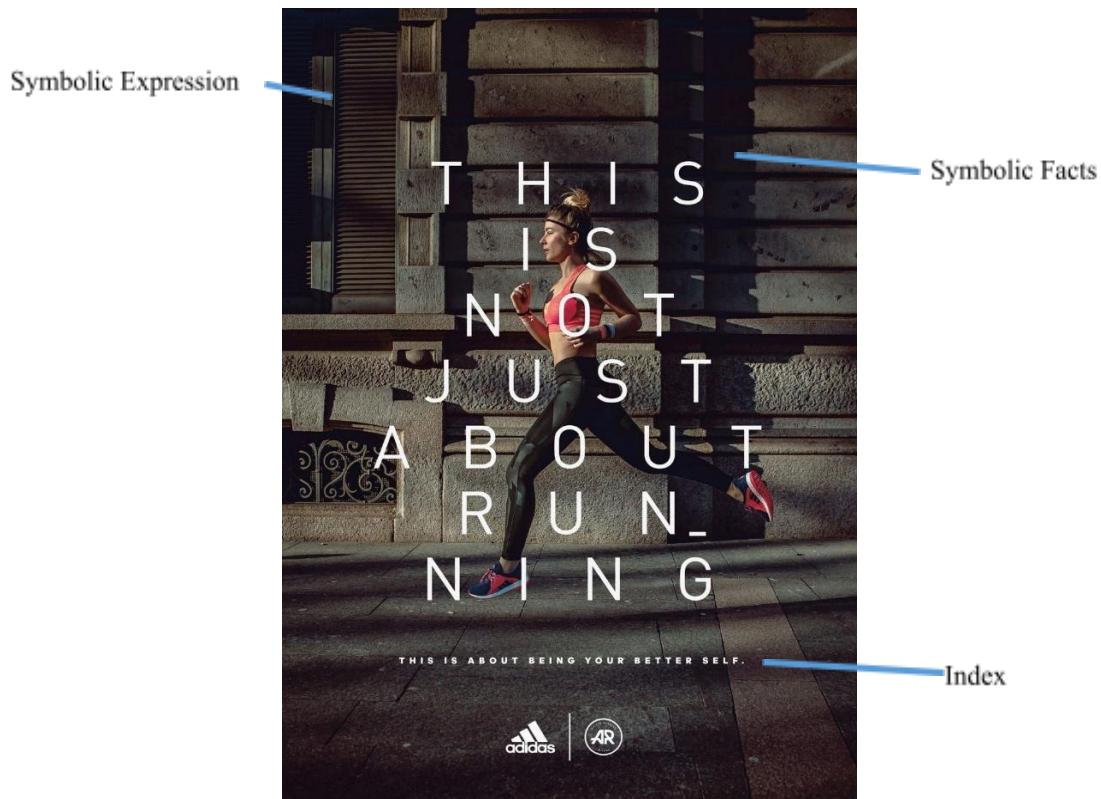


Figure 1: Example of the Hegemony concept in Adidas Advertising

Source: <http://www.adrubby.com/files/image-ads/adidas-ads-f05.jpg>

The aforementioned example in figure 1 is an advertisement for Adidas shoes that campaigns for their latest running shoe product with its market share of young people who are active and energetic. An advertisement can be considered to be effective when the narrative intended to be conveyed is verbal and symbolic, and concerned about the urban community lifestyle.

Advertising Purpose and Value

Advertising is used in the marketing system to promote a brand or group periodically; it can be considered that advertising is the one that sells everything. It doesn't matter whether it will be used for new product launching or just rebranding an existing product or brand. When a product enters the market, it certainly will compete with similar products at the same or even different prices, and the thing that makes it seem superior compared to competitors is the brand or reputation that has been built by the company related to the cooperation of the advertising party. (Shaw, 2013)

Case Study: Cadbury's Dairy Milk

Cadbury's Dairy Milk is a chocolate snack product from a company from Birmingham, England. Cadbury is famous for its milk chocolate, therefore, that term is used for Cadbury's main products.

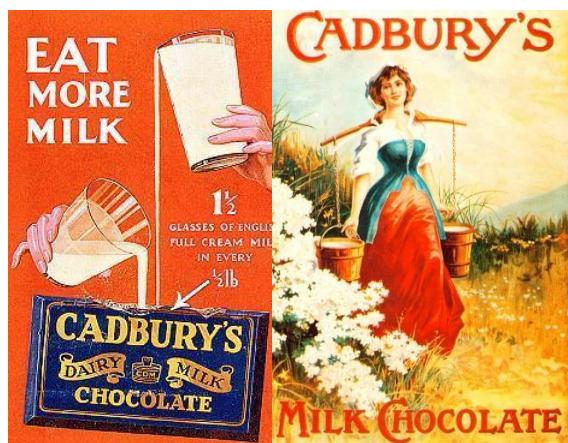


Figure 2: Example of a 1950's Cadbury's advertisement

Source:

<https://www.thisismoney.co.uk/money/news/article-1680092/Cadbury-History-of-a-chocolate-giant.html>

The image that Cadbury's displayed in its previous advertisements was the emphasis on the mixture of its whole milk. Now, let's compare it to the latest Cadbury's commercial.



Figure 3: Example of a 2016 Cadbury's advertisement
Source: <https://bestmediainfo.com/2016/08/cadbury-asks-friends-to-click-a-madfie/>

It can be observed through their latest advertisement in 2016 designed by advertising agency Ogilvy & Mather, that teenager is Cadbury's market positioning. The use of yellow colour becomes as complementary to purple as its color identity creates its own energy.

Pattern of Teenager

Laurence Steinberg, a developmental psychologist who specializes in teenagers ages 14-17, says that scientifically, teenagers can be annoying. However, a teenager is the human being who is the most capable to adapt perfectly. The teenager's characteristics, namely, not being afraid to take risks is basically still using their cognitive reasoning similar to adults, therefore they don't underestimate risk, they still consider it. However, the difference between the characteristics of an adult is; Teenagers are daring to take the risks because they consider it as the rewards that they get later on. Why do some teenagers dare to

try alcohol and drugs? Because for them, the community recognition that they are 'cool', is a significant reward. Most teenagers are trusting their peers more than their families because, at this age, the mental turmoil during puberty is normal. Excessive emotional turmoil may not be understood by parents; therefore, they search for other escape with their peers or anyone who can understand them.

Current World of Teenager

All people during teenager, are surely like new things that are full of tension and only during their teenage years that point is the most on-spot and we appreciate wholeheartedly. One of the most dominant characteristics in a teenager is their openness to new concepts.

In 2008, there was a social networking application for sharing photos called Instagram. Actually, at the beginning of its launch, Instagram was only intended as a medium for sharing photos with classic photo effects. Alongside with its development, Instagram became very popular and began to change its positioning - they even did rebranding. The logo, which was originally classic and vintage, nowadays has become more chic and modern.

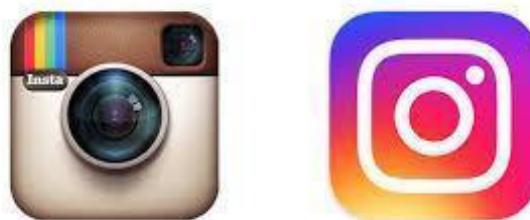


Figure 4: Comparison of the old and new Instagram logo

Source:

<https://www.creativefreedom.co.uk/icon-designers-blog/new-instagram-icon-current-icon-on-trends/>

This phenomenon caused the beginning of a new term, namely Instagram Influencer or also called *selebgram*. They are a group of people (mostly young people) who have attractive looks and have many followers on their accounts. At one point, *selebgrams* often positioned themselves equal to artists. They love it when their photos get lots of hearts, get lots of comments, and compliments regarding their photos aesthetics. (Tablelion J., 2019)

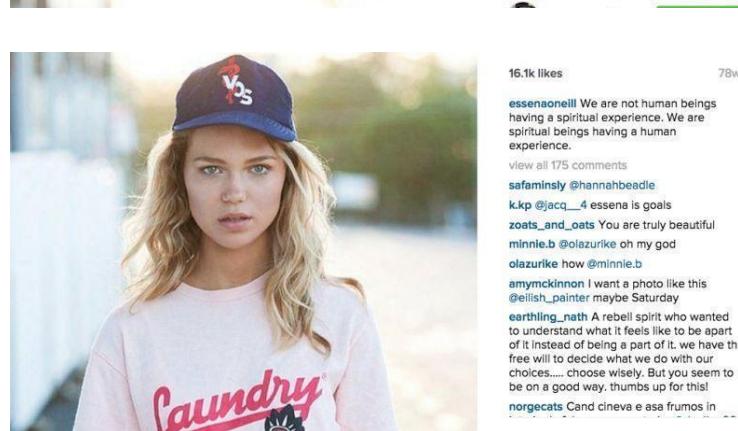


Figure 5: The style of a *selebgram*
Source: <https://www.instagram.com/essenaonelli/>

Popularity That Becomes a Lifestyle

Instagram and *selebgram* phenomenon become distinctive uniqueness that happens in the marketing business because every promotional media designed nowadays must involve Instagram and endorsement services to several *selebgram* that suitable to their promotion market. Endorsement is a term for some people – especially *selebgram* in this era, who get products for free to be displayed on their Instagram pages. This method is used, with the expectation that the respective *selebgram*'s followers feel that they want to have the same product as their idol. (Nathaniel J. Evans, Joe Phua, Jay Lim, 2017)

This business model trend has started to grow since the middle of 2016 and has created many new *selebgrams*, including fake *selebgrams* who buy Followers to make it looks like they have thousands or even hundreds of thousands of Followers.



Figure 6: Example of product endorsement by *selebgram*
Source: <https://www.instagram.com/shaym/>



Figure 7: Ria Ricis, one of the *selebgram* from Indonesia
Source: <https://www.instagram.com/riaricis1795/>

As if it has become a primary need, as well as popularity among teenagers. Steinberg added that teenagers have a strong response to social rewards because in this teenager phase, the hormone dopamine which has the function to cause the sensation of excitement, being at the peak of their sensitivity, this explains their quick response to new things namely – pursuing fame, recognition, and identity through social media, especially Instagram. (Teo et al., 2019)

Consumerism for Recognition

The popularity of Instagram as a social media to expose the 'cool side' of a human being, rebranding to make it look more attractive and proper of being

photographed, or in terms of Instagram users are called *instagramable*. Almost all the new cafes that have existed, prioritize attractive photo spots, Wi-Fi, unique and beautiful dishes when photographed, and the least priority is taste. These modern café owners also don't forget to create a specific Instagram account for the cafe, so the visitors who have taken photos of food or unique photo spots can include the cafe location, therefore, their followers know, the location of the café that has a beautiful photo spot. (Yovi Amanda, 2020)



Figure 8: Example of interesting Instagram style photos

Source:

<https://www.harpersbazaar.com.sg/life/chicest-instagram-worthy-cafes-in-singapore>



Figure 9: Invitation to follow on Instagram

Source:

<https://www.harpersbazaar.com.sg/life/chicest-instagram-worthy-cafes-in-singapore/>

This kind of business model basically benefits all parties; whether product owners, active *selebgram*, and even Instagram because of high user traffic, moreover, Instagram also makes a special program for business owners called Instagram for Business, which is able to analyze who visits our business page, gender, age, location, as well as the graph of up and downs of visitors (Huey & Yazdanifard, 2014)



Figure 10: Invitation to follow on Instagram

Source:

<https://www.harpersbazaar.com.sg/life/chicest-instagram-worthy-cafes-in-singapore/>

CONCLUSION

The face of an advertisement in this era is not only as pamphlets, brochures, banners, billboards, or TV advertisements, but also as digitally through young faces with the method that was never expected by marketing experts. Advances in the digital era, the internet, and the presence of social media, certainly made human life easier in various ways, especially to find information. Nowadays, simply through the Google search site, all information is available and facilitates the young generation. For them, the internet world is everything and it is better to leave the wallet than the smartphone. Because updating social media when you find interesting events or things that are worth showing off is a priority.

The use of advertising and social media is not merely for showing off purpose but as a medium of communication between the company with the audience. The selection of advertising type that is appropriate must concern about who the target audience is and the characteristics of the product being advertised, and whether employ influencers or not. If they do, is it appropriate

with the target market. These two points become special considerations because different target audiences require the selection of different text, visual, and influencer elements. The results of this study are expected to be used as a reference for academics, especially college students, in studying to make communicative, effective, and interesting advertisements through the use of social media.

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