

## **Visual Review of Periodic Print Media Advertising in Bandung, West Java of 1970 Decade**

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### **ABSTRACT**

Since Dutch plantation owners in West Java established and developed the city of Bandung, they settled in the area of the city and also making periodical print media for socialization and communication among them. In the past 1930 decade the Dutch colonial start to create and form the printed media and publications in a steady and continuous way in West Java. After the independence declaration of Indonesia State in 1945, the print media and periodical publications continued and remade by the Chinese and indigenous communities. The area of Bandung became more advanced into a business city after World War II, in which formed commercial enterprises and other social activities. During the period of Indonesia government shifting from "orde Lama" to "orde baru" the activities of printing and publishing as a network of communication media increasingly established and widely established. In West Java, newspapers and magazines such as; "Pikiran Rakyat" and "Mangle" has been read and watched by many societies in Bandung city, even nationally used as a means of advertising for readers. "Pikiran Rakyat" and "Mangle" are created and developed by publishers who have Sundanese / Sundanese influence. As is known Sundanese race / tribe is the second largest number of tribes in the Indonesia region. The research methodology was conducted with a qualitative descriptive approach and discusses the visual documentation data from the periodical publishing archive of the 1970s decade. In this concern, the author is interested to review the periodical print media in terms of visual display advertising of 1970 decade. Besides to review visual graphic design the other purposes are in an effort to document the visual data, for information for the next Indonesia generation.

Keywords: Bandung, Publishing, 1970 Decades, Newspaper, Magazine

### **ABSTRAK**

*Sejak pemilik perkebunan bangsa Belanda di Jawa Barat membentuk dan mengembangkan kota Bandung, mereka menetap di wilayah kota tersebut dan juga mengupayakan pembuatan media cetak berkala untuk sosialisasi dan komunikasi diantara mereka. Pada dekade 1930 kolonial Belanda mulai membuat dan membentuk media cetak dan publikasi secara mapan dan berkesinambungan di Jawa Barat. Setelah dideklarasikannya kemerdekaan Negara Indonesia tahun 1945, media cetak dan publikasi berkala terus berlanjut dan dibuat ulang oleh komunitas masyarakat Tionghoa dan pribumi.*

*Wilayah kota Bandung semakin bergerak mapan menjadi sebuah kota bisnis setelah Perang Dunia II, yang di dalamnya terbentuk usaha-usaha perniagaan dan kegiatan sosial lainnya. Pada periode pemerintahan Indonesia Orde Lama ke Orde Baru, aktivitas percetakan dan penerbitan sebagai jaringan media komunikasi semakin mantap dan luas terbentuk. Di Jawa Barat, surat kabar dan majalah seperti; "Pikiran Rakyat" dan "Mangle" telah dibaca dan dilihat dalam jumlah banyak masyarakat di kota Bandung, bahkan secara nasional digunakan sebagai sarana beriklan bagi pembacanya. "Pikiran Rakyat" dan "Mangle" dibuat dan dikembangkan oleh penerbit yang memiliki pengaruh ras/suku Sunda. Sebagaimana diketahui ras/suku Sunda adalah jumlah terbanyak kedua diantara suku bangsa yang ada di wilayah Indonesia. Metodologi kajian yang dilakukan dengan pendekatan kualitatif deskriptif dan membahas data dokumentasi visual dari arsip penerbitan berkala periode dekade 1970. Pada permasalahan ini, penulis tertarik untuk meninjau media cetak berkala dalam hal tampilan visual iklannya diperiode decade 1970. Disamping untuk meninjau visual desain grafisnya tujuan lainnya adalah dalam upaya pendokumentasian data visual, guna untuk informasi bagi generasi penerus di Indonesia.*

*Kata Kunci: Bandung, Penerbitan, Dekade 1970, Koran, Majalah*

## INTRODUCTION

One of advertising role in marketing is to build consumer's awareness. Building consumer's awareness of a product or service to be marketed is not an easy process. Knowledge toward the consumer behaviour, especially the target market is very important. How to deliver information adjusted to the target market will increase the success rate of information absorption.

Moreover, the information received by consumers every day is plentiful. The development of media technology and information increase the difficulty level on information absorption by consumers. This condition will further complicate efforts to build awareness of a consumer to a product or service.

The visual design of an advertisement always develops and changes with the era development. Society behaviour, trends, and emerging technologies affect the way of speaking verbally as well as visually. The study of visual style change in advertising is important in recognizing the social dynamics and recent technology visually.

The development of periodical print media, such as daily newspapers and magazines has existed since the Dutch colonial period occupied Java territory. The needs of the Dutch community in Indonesia in periodically printed media communications bring up print media publishers, whether it is for the needs of religious activities as well as social activities.

It is estimated that the emergence of periodical print media in West Java around 19th century, was in line with the establishment of the Dutch colonial government in Batavia or Jakarta. The scheduled print media which published were newspapers, newsletters and

magazines. The content in the form of information about the religious activities, social community group activities and some information on introducing trading goods and services. In line with the development of periodical print media as news, as well as the growing number of introduced products and services that are categorized as advertisements. In the Dutch colonial period in Indonesia the term advertising was called Reklame.

The benefits and purpose of research:

- a. As the documentation of periodically print media advertisement data in West Java, especially in Bandung.
- b. This advertising visual documentation can become a data source for further research on all visual and verbal aspects used on advertising in the past.

Advertising visual data collected consists of 177 visual advertisements from the published "Mangle" magazine and "Pikiran Rakyat" newspaper. Publication period starting from 1970 to 1979.

## **RESEARCH METHODS**

The research method used is descriptive qualitative method, by analyzing the historical and graphic design archive system. From documentary archives of West Java government libraries. Data archives of 'Mangle' magazines and 'Pikiran Rakyat' newspapers published in the 1970s. The research Data Collection was done in November 2015. The total number of visual photographic data was collected by 177 advertisements. Consisting of publications from 1970 to 1979. The discussion method of the advertisement graphic design elements through science field of graphic design of advertisement media design. Includes design styles, letters elements, illustrations and color elements. The other method through the interview to printing and publishing business owner in Bandung city.

## **DISCUSSION**

### **Historical & Periodically Print Media Theory**

#### **Historical Background of Periodically Print Media in Bandung City**

The presence of periodical print media in Bandung city has since the Indies Dutch colonial government occupied the territory of Java. After the formation of residential areas in Bandung conducted by farm businesspersons in the area of West Java.

Since the beginning the formation and development of the early Bandung city by the Dutch as a resort or holiday city. Where the idea of the city will be used as a holiday and entertainment place for the Dutch people who work as a plantation manager in the West Java area. Since the early arrival of this Dutch community in West Java is the manager of plantations, such as tea, quinine, rubber, and coffee.

The early Bandung city development began in 1811 with the funding from plantation businesspersons in the Parahiyangan region of West Java (Kunto, Haryoto, 1984,191) The plantation Business group attempt to design the form type of the city which is similar to the city located on Netherlands Europe. Duplication of European cities are planned

including the urban planning arrangement, buildings and activities of social life and lifestyle. Also, the development of periodical print media for the societies' reading necessity to be formed in Bandung city.

Periodic print media in the form of early publishing and printing in Bandung, founded in 1896 namely "N.V. Mij Vorking" changed its name to TB. Sumur Bandung. The daily newspaper first published on July 6, 1896, namely "Priangerbode" (Kunto, Haryoto, 1984, 190).

Then comes the next Publisher and printing, namely; A.C. Firm Printing. Ni, Visser de Kleine and Vandorp. Weekly published printed news, namely; "De Indische Post", "Kaoem Muda", De School "and" Intermediary "(Kunto, Haryoto, 1984, 191).

The publication of daily newspapers and other magazines published in Bandung, namely; "Mardika's wife" published in 1923, "Sedar" published in 1930, "Fu Len" The women's weekly newspaper of Chinese society, published in 1937 and "Puspa Wanita" published in 1945. (Kunto, Haryoto, 1986).

Until now the development of printing and publishing in Bandung city experienced ups and downs. It was recorded and can be seen in the library of the West Java province currently there is a periodic print media existed, namely the daily newspapers "Pikiran Rakyat" and Sundanese language magazine "Mangle". Both print media are made as an object of the study on the visual ads.

The publishing of sundanese weekly magazine namely "Mangle", the Sundanese language term which means 'strands of flowers' on hair bun ornament in the community of Sunda West Java. This magazine was published since 19 November 1957 in Bandung city, with the editor's address is in Lodaya 19 currently in Bandung city. With the number of print production as much as 7,500 magazines per publishing, in weekly.

General daily newspaper "Pikiran Rakyat", was established in March 24, 1966 in Bandung city, with the slogan; "From the people, by the people and for the people". The number of prints per day production amounts to 200,000 sheets of newspapers.

In the period of 1970 the graphic printing production or printing in Bandung city has been using a relatively modern printing machine and international standard. Although some types of printing machines that are categorized as manual or hand-related types are still in use.

Print production process for publishing daily newspapers and magazines in the city of Bandung has been able to produce thousands number of printed editions publications at the time.

Pre-printed process or initial printing with a printing machine, begins with layout design making. Designing content message materials in the form of headline information, notification information and advertising products and services. The composition of the information is arranged in layout sizes that have been standardized according to the broad size of the magazine or newspaper page. The size of the print lay-out 'Pikiran Rakyat'

newspaper is 8 columns (356 cm) with a height of 540 cm, while 'Mangle' magazines are 210 cm wide and 270 cm high.

The publishing pre-printed process are namely on the making process of filling information data on the magazines page view or newspapers with Ortho film techniques. The letters text composition usually using the setting techniques / letters organizer using an electronic letter machine tool. In the era of 1970 the letters organizer tool in Bandung still use the type of lead metal letters. However, for the magazine and newspaper printing process is widely used with the letters reproduction technique with the 'orthofilm' term.

### **Visual Communication Theory Analysis**

Printing technique is closely related to the development of other existing print media globally. Since the beginning of the print media development in Indonesia is influenced by the development and rules and technical processes that coming from the West.

As is known reading culture in periodical print media in Indonesian society is from the Western society influence that colonize the territory of Indonesia. The Dutch who brought the first reading media as well as production techniques to the Nusantara territory especially on the Java Island. The display layout, letters elements used, illustration visual elements and photography, and its production techniques refer to the techniques and rules that were first performed by Western society.

The page display of periodical print media for magazine and newspaper types follow the rules and sizes associated with their print production techniques. This is done since the relation display layout on the visual page display has a rule with the standard printing machine and printing machine type. Both the printing machine as well as the size of the paper raw materials.

The basic size of periodical print media follows the same rules between local Indonesian editions and outside Indonesia. Internationally applicable, this is closely related to the production technique, among others printing machines used mostly imported from abroad. According to the printing and publishing businessperson in Bandung city; Offset magazines and newspapers printing machines are widely used and imported from Germany, due to its good quality. It is known for its reliability in Indonesia. Offset machine pre-printing technique still using the hand/manually technique.

The technical size of print media, are follows;

Newspapers periodical printed media; 356 cm x 540 cm, with reference column consisting of a number of 8 columns.

The letter on printed media periodically/scheduled newspapers or magazines become important visual elements to display message communication. The letter is the part that becomes a visual message that clearly read by the reader.

In its function as the reading element, letters were present as follows;

- . Group of related letters - Serif; groups of fonts whose graphical display has stroke marks at the ends of the body of the letter.

- . Unrelated group of letters - Sans Serif; a group of letters ending without using a stroke
- . Write-Script letter group; group of letters that are visual based on the handwriting typeface.
- . Decorative letters - Decorative; groups of letters on the letters body have or created decorative elements in the form of illustrations combined with letters. (Berryman, 1979; 22)

The visual elements on the periodic print media display page other than letters are photography visual display, visual illustration, visual logo.

Visual elements in the periodical print media design layout, among others; visually generated with photographic camera tools and visual generated by picture techniques as hand-drawn manually.

The content message of the visual photography, among others in the form of a visual message information, culture, arts. While generated by the illustration, among others; cartoons, decorative motifs, fauna and flora motifs and visual fields motifs in geometric forms.

### **Discussion of periodic visual media in Bandung**

Advertisement sizes Display which reviewed on ads that exist in both periodical print media; Mangle magazine and Pikiran Rakyat Magazines on 1970 decade. Appropriate size that has been determined by the publisher, both the field size / small, medium and large area.

The display discussion includes, namely; photographic elements, illustrations, letters or graphic elements. As well as from the ads display. Visual product review of goods advertisement that existed in periodic print media of 1970 decade in Bandung city. For easy observation a group was made from the goods type.

The ranking number of ads is mostly are medicinal products and herbal medicinal drug. Next number is cigarette advertising. Other goods is motor vehicles advertising. While the number of housing or property advertising in the 1970 decade in Bandung city still looks slightly.

The number of display or advertising display series is a sustained advertising display with visual display graphic structures different between one to another but in this case the basic concept is still the same. Advertising series view is displayed with the content of a different visual messages on the visual model/goods or letter. Advertisement of bath soap/washing soap and seasoning cooking, made with the number of the series which quite a lot. Especially in the advertising model figures, story illustration and layout composition.

The next number of advertising is eyewear sales ad. Where the number of glasses sellers store was recorded quite a lot in the Bandung city in around 1970.

Visual graphics displayed in around 1970, namely; photography, illustrations, letters, graphic elements, color display and colored display. Goods product groups that use elements of photography, illustrations, letters and line graphic elements / field have been plentiful especially household goods product groups.

The visual / graphic in advertising element in 1970 period typically used photography as visuals providing real information on product objects, and the object of the model advertisement. Illustrations elements, usually used as visual supports which made manually by using line drawings.

Letter elements are used in providing information whether for title or content information. Title letters that are suggest or invite are selected with a rather thick or bold type. Elements of the letter in advertising display as additional information using visual letters with stroke (serif), letters without stroke (san-serif), writing letters (script) and decorative letters (decorative).

While the graphical elements in the advertising display, namely: line drawings, fields, ornaments either in the form of biomorphs (visual elements of spiraling or curved shapes) or geometric (measurable / mathematical visual forms).

The advertising group ranks which use several or more than two typefaces are on the goods product advertisement group; photography films, motor vehicles, timepiece products, hotel services and accommodation & reading books and insecticides.



Figure 3.1; the use of typography more than 2 typeface  
(Researchers documentation of, *Pikiran Rakyat* newspaper, 1974)

In product advertisement whose advertisement display only use two typeface are seen on the product group; housing, beverages factory, musical instruments and airlines.

The usage and application of that letter element is used as title, information content, and on the slogan. The number of letters used is up to graphic designer decision, certainly after the results of discussion and input from the message owner or goods product producer, according to one of the advertisers in the newspaper ads.

In the design results of the monitored ads, many advertisement using typeface elements that more than three characters.



Figure 3.2 & 3.3; Advertisement with the use of Serif, San-Serif, Script & Decorative (Research Documentation, Mangle magazine, 1976 & Pikiran Rakyat newspaper, 1978)

Illustration visual element on periodical print media advertisements in Bandung, among others in the form of comic-style visual illustrations or cartoon-style visual illustrations. Illustration styles are used on groups advertising of household electronic goods, daily needs household, medicines and herbs, children's toys and insecticides drugs.

Biomorphic graphical visual elements, are visual forms that take the basic form of plants or animals, displayed visually in a simple way. While geometric graphical visual elements, are measurable visual forms such as the basic shape of side, circles and ovals used on the edge of the layout.

## CONCLUSION

Advertising on the periodic print media of daily newspapers and magazines media of 1970 decades in Bandung city, there are quite a lot of names or product brands. Especially the electronic household appliance category and the daily needs which are consumables. Other

products that use many advertisement are group of drugs and herbal medicine, as well as cigarettes.

Likewise with the needs of electronic goods for entertainment purposes in the form of electronic television, audio sets, and other electronic equipment. The advertisement visual display which uses letters element is widely used. Stroke type letter, no stroke and typeface letter is seen widely used as a visual graphic design style on 1970 period. Elements of photography and illustration displayed on the household advertising products.

The advertising media design work of 1970 has not yet been used graphical computer devices such as present. Many of them almost using the techniques or how to use the hand / manual.

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## **DATA SOURCE**

Periodic print media Archives of 1970 decades (1970 - 1979) published in Bandung city in the West Java Province Library, Jl. Soekarno Hatta 629 Bandung.

The basic data of the study object is taken from display ads on scheduled print media, among others from; weekly published Sundanese Magazine "Mangle" and the daily newspaper "Pikiran Rakyat", which published in the 1970 decade (1970 -1979).

## ATTACHMENT

Study result data, as follows;

### ADVERTISING GROUP OF GOODS

Periodical Print Media Advertising of 70s decade in Bandung city

Kelompok Produk Barang	Merk/Brand	Produsen
Alat Rumah Tangga Elektronik; TV, Radio,	Tungsram, Bigston, Honda Genset, Grundig, Blaupunk, Sharp, Hitachi, Aiphone, Toshiba, Cosmos, Sharpfax, Sanyo, Sansui, ITT, Eveready, Ligna	Tungsram, Bigston, Honda Genset, Grundig, Blaupunk, Sharp, Hitachi, Toshiba, Cosmos, Sanyo, Sansui, ITT, Eveready, Ligna
Kebutuhan Rumah Tangga; Sabun, Pasta Gigi, Bumbu Masak	Signal, Denta, Margot, Sasa, Rins, Sunlight, Ajinomoto, Tambou, Lux, Lifebouy, Blueband, Ultra milk, Anno, Sinta, Rub	Unilever, Ajinomoto, Tambou, Ultra
Perumahan	Pelita Karya	Pelita Karya
Minuman Pabrikan	San Miguel, Anker Draft Beer	San Miguel, Anker
Optikal	Cobra, Beryl, Kesuma, Leopard	Rayban
Obat & Jamu	Dewits, Bison, Air Mancur, Promag, Kalpanax, Vicks, Promag, Jamu Nyonya Meneer,	Air mancur, jamu Djago, Kimia Farma
Alat Musik	Hammond	Hammond
Film Fotografi	Sakura, Kodak, Fuji	Sakura, Fuji, Kodak
Hotel Akomodasi	Braga hotel, Grand hotel Cirebon	Kotamadya bandung, Cirebon
Penunjuk waktu/Jam	Seiko, Citizen	Seiko, Citizen
Sigaret Rokok	Bensn & Hedge, Diplomat, Victor, Gudang Garam, Blue Ribbon, Kansas, Ideal	Phillip Morris, BAT, Djarum
Mainan Anak-anak	Hoya	Hoya
Maskapai Penerbangan	KLM, Cathay Pasific	KLM, Cathay Pasific
Kendaraan Bermotor	Kawasaki, Bajaj, Honda, Mitsubishi	Kawasaki, Honda, Bajaj, Mitsubishi
Salon Kecantikan	Rita, Christina, Karya Jelita, Anna, Rub, Pelita Massa	
Material Bangunan	Emco	
Buku & Bacaan	Gramedia, Pikiran Rakyat, Cangkureung, Giwangkara	Gramedia, Pikiran Rakyat, Giwangkara
Obat Insektisida	KwikKill	
Mesin Fotocopy	Sharpfax	
Traktor pertanian	Kubota	Kubota
Restaurant & Hiburan	Majestic, King, Dallas, Garuda radio, Paksi radio,	

## ADVERTISING GROUP OF GOODS

Periodical Print Media Advertising of 70s decade in Bandung city

Kelompok Produk Barang	Fotografi	Ilustrasi	Huruf	Elemen Grafis	Warna B/W	Warna Fullcolor
Alat Rumah Tangga Elektronik; TV, Radio,	✓	✓	✓	✓	✓	
Kebutuhan Rumah Tangga; Sabun, Pasta Gigi, Bumbu Masak	✓	✓	✓	✓	✓	
Perumahan	✓	✓	✓	✓	✓	
Minuman Pabrikan	✓	✓	✓	✓	✓	✓
Optikal	✓	✓	✓	✓	✓	
Obat & Jamu	✓	✓	✓	✓	✓	✓
Alat Musik	✓		✓		✓	
Film Fotografi	✓		✓		✓	
Hotel Akomodasi	✓		✓	✓	✓	
Penunjuk waktu/Jam	✓		✓	✓	✓	
Sigaret Rokok	✓		✓	✓	✓	✓
Mainan Anak-anak	✓	✓	✓	✓	✓	
Maskapai Penerbangan	✓		✓	✓	✓	
Kendaraan Bermotor	✓		✓	✓	✓	
Salon Kecantikan	✓	✓	✓	✓	✓	
Material Bangunan	✓	✓	✓	✓	✓	
Buku & Bacaan	✓	✓	✓	✓	✓	
Obat Insektisida	✓	✓	✓	✓	✓	
Mesin Fotocopy	✓		✓	✓	✓	

*Catatan:*

1. Lingkup Visual Fotografi; badan, anggota tubuh, wajah & objek benda produk
2. Lingkup visual Ilustrasi; figur manusia, Biomorphis, Geometris & objek benda produk
3. Lingkup Huruf; Serif, sanSerif, Script & Dekoratif
4. Lingkup Elemen Grafis; Geometris & Biomorphis
5. Warna B/W; Hitam putih
6. Warna 4 warna; Full-color