

ANALISIS STRATEGI PESAN KREATIF PADA INSTAGRAM ADS AIRAS PASTRY

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Abstract

Currently, one of the booming social media used as advertising media is Instagram. Until now, advertising is still considered the most effective and powerful way to inform or promote the product. An effective advertisement is said to be successful by creating and conveying a creative message strategy to get the maximum results. Creative message strategy used can be seen through The Facets Model of Effects are perception, cognitive, affective, persuasion, transformation, and behavior. In this case, Airas Pastry using the advertisement as a way of informing and promoting the products combining with the creative message strategy and Instagram Ads to reach the consumers more. This research with the title Analysis of Creative Message Strategies on Airas Pastry's Instagram Ads has purposes, which are to find out what is the creative message strategy on Instagram Ads Airas Pastry, how the creative messages on Instagram Ads can reach consumers more, and whether if the Instagram Ads can help spread creative messages. Also, this research method is using a qualitative method with the conclusion to find out how's the creative message strategy on Instagram Ads Airas Pastry, how it can reach the consumers more, and then whether if the Ads can help spread the creative message according to The Facets Model of Effects.

Keywords: advertising, Instagram, creative message, The Facet Models of Effects

Abstrak

Saat ini salah satu media sosial yang sedang booming sebagai media periklanan adalah Instagram. Hingga saat ini, periklanan masih dianggap sebagai cara paling efektif dan ampuh untuk menginformasikan atau mempromosikan produk. Iklan yang efektif dikatakan berhasil dengan membuat dan menyampaikan strategi pesan kreatif untuk mendapatkan hasil yang maksimal. Strategi pesan kreatif yang digunakan dapat dilihat melalui The Facets Model of Effects yaitu persepsi, kognitif, afektif, persuasi, transformasi, dan perilaku. Dalam hal ini Airas Pastry menggunakan iklan sebagai cara menginformasikan dan mempromosikan produk yang dipadukan dengan strategi pesan kreatif dan Iklan Instagram untuk lebih menjangkau konsumen. Penelitian dengan judul Analisis Strategi Pesan Kreatif pada Iklan Instagram Airas Pastry ini bertujuan untuk mengetahui seperti apa strategi pesan kreatif pada Iklan Instagram Airas Pastry, bagaimana pesan kreatif pada Iklan Instagram dapat lebih menjangkau konsumen, dan apakah jika Iklan Instagram dapat membantu menyebarkan pesan kreatif tersebut. Selain itu, metode penelitian ini menggunakan metode kualitatif dengan kesimpulan untuk mengetahui bagaimana strategi pesan kreatif di Instagram Ads Airas Pastry, bagaimana cara menjangkau konsumen lebih banyak, dan kemudian apakah iklan dapat membantu menyebarkan pesan kreatif menurut The Facets Model of Effects.

Kata Kunci: periklanan, Instagram, pesan kreatif, The Facet Models of Effects

INTRODUCTION

Currently, companies are not only able to sell, but they also need to play a role as communicators and promoters in the current era of globalization. Information media has developed very rapidly and can be used so that the delivery of messages in the form of feedback from consumers can be conveyed effectively. Responses, both in the form of opinions and suggestions from consumers, are important in marketing to create effective messages (Johar, 2015: 1-2) in (Putri Ayuning, 2017: 1). In this regard, the company needs to create an effective marketing communication strategy in implementing it, which aims to introduce the advantages of a product to consumers so that the product can become the attention of consumers.

In marketing communication itself, there is an important element in it, one of which is advertising. Creating an advertisement requires a creative message strategy in order to get maximum results. The idea behind a creative strategy is that there are several different ways to convey a message. Creative strategies used in effective advertising can be seen through The Facets Model of Effects (Wells et al, 2007: 384) are perception, cognitive, affective, persuasion, transformation, and behavior. Until now, advertising is still considered the most effective and powerful way to inform a product or company brand, especially in social media. Instagram becomes one of the booming social media which used as an advertising media. This skyrocketing Instagram users also cannot be separated from the Work From Home (WFH) policy carried out by the company.

One of the culinary sector businesses which using Instagram as an advertising media in Semarang is Airas Pastry. Starting from the founder, Hasti Irawati, who has a hobby of cooking and wants to distribute his cooking to the community by opening a business called Aira. Hasti Irawati is one of the winners of the IWPC (Women Preneur Community Incubator) and is also the head of the Semarang Branch of IWPC in the 2017-2018 period. Apart from being an entrepreneur, she is one of the public figures from Semarang in the business sector. She also coaching someone to be able to run their business through the auspices of IWPC itself as a mentor. Right now, Airas Pastry using Facebook, Google, and Instagram as the media promotion but focusing on Instagram by targeting its target market, namely, women who are in a productive age working and like food, especially pastry.

LITERATURE REVIEW AND DISCUSSION

1. Marketing Communication

Marketing communication is one of the most widely applied strategies today. The main reason is to facilitate communication with consumers. Consumers will feel appreciated if served well and quickly by the company. Likewise, if the company releases a new product, it can carry out promotions directly to consumers.

According to Kotler and Keller (2012: 498), marketing communication is a means used by companies to inform, persuade, and remind consumers, either directly or indirectly about the products and brands they sell. Tjiptono (1995: 219), Marketing communication is a marketing activity that seeks to spread information, influence/persuade and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

Currently, Airas Pastry uses this strategy to be able to communicate with its customers. The platform he chose was social media, Instagram with the account name @airaspasty using a creative message strategy combined with Instagram Ads to better reach potential consumers.

2. Advertising

Advertising is one of the four essential items used by companies to promote persuasive communication with targeted buyers and the public. Advertising has many roles in conveying messages to audiences or the company's target market, one of which is to increase brand awareness or even increase sales. Airas Pastry uses Instagram as a platform to advertise in combination with Instagram Ads to introduce that there is a 20% promo for all items and without minimum order. This ad that has been combined with Instagram Ads has been watched by 10,627 people with a budget of IDR 250,000.

According to Tjiptono in Rahman (2012: 20) states that advertising is a form of indirect communication, which is based on information about the advantages, or advantages of a product, which is arranged in such a way as to create a pleasant feeling that will change one's mind to make a purchase.

Advertising media also plays an important role in creating effective advertising, it requires a creative message strategy in order to get maximum results. The idea behind a creative strategy is that there are several different ways to convey a message. Creative strategies used in effective advertising can be seen through The Facets Model of Effects (Wells et al, 2007: 384),

a) Perception

To create attention, awareness, recognition, and recall (Wells et al, 2007: 382).

Perception is the process by which the target audience receives information through the

five senses and assigns meaning to it. Advertising can be said to be effective if the first thing is to get the attention of the target audience. The ability to attract attention is one of advertising's greatest strengths. In advertising, something that is new or surprising is often used to get attention (Wells et al, 2007: 111).

b) Cognitive

To deliver information and understanding. (Wells et al, 2007: 382). Cognitive refers to how the target audience responds to information, learns, and understands something. This aspect is a rational response to messages. The target audience may need something or need to know something, and the information gathered in response to that need leads to understanding. Information stored in memory can be recalled when required. (Wells et al, 2007: 115)

c) Affective

To touch emotions and create feelings (Wells et al, 2007: 382) Affective response reflects the target audience's feelings about something. Affective describes something that stimulates desire, touches emotions, and creates feelings. Liking-liking a brand or advertisement is an important affective response (Wells et al, 2007: 116)

d) Persuasion

To change attitudes, create conviction and preferences (Wells et al, 2007: 382). Persuasion is a goal that is intentionally to influence or motivate the recipient of the message to believe and or do something. Persuasion is designed to change attitudes and behavior and build beliefs (Wells et al, 2007: 122).

e) Transformation

To establish brand identity and associations (Wells et al, 2007: 382). Transformation, as described by DDB Needham's Bill Wells, means a brand is meaningful when it is transformed from a product to something special, something that is distinguished from other products in the product category based on brand identity and brand image (Wells et al, 2007: 119).

f) Behavior

To stimulate trial, purchase, repurchase, or some other form of action. (Wells et al, 2007: 382). Responses that involve behavior are the most important goal of advertising. In other

words, the effectiveness of an advertising campaign is measured in terms of its ability to motivate the target audience to do something, such as try or buy a product, or respond in some other way, such as visiting a store, return the survey results questionnaire, contact the call center or visit the website (Wells et al, 2007: 126).

3. Social Media as Advertising Media

According to S. Goya in a journal entitled "Advertising on Social Media" (2013), social media promotion is a way to get attention from social media users through websites. Now, when users think about buying something, they first look at the internet, search for the product, compare prices with other brands and make decisions, one of which is to buy.

From an advertising point of view, advertising focuses on the process of conveying a creative and persuasive message through certain media. The advertising message is persuasive when it aims to persuade the audience to buy the product or service being offered. Persuasion is an important factor in advertising. When the message conveyed by advertisers is following what consumers expect, then a successful advertisement will be realized. In other words, creativity in advertising is a way to achieve effective advertising. For the above reasons, Airas Pastry decided to use Instagram as a platform to carry out a creative messaging strategy combined with ads.

RESEARCH METHOD

According to Sugiyono (2011: 8) paradigm is a mindset that shows the relationship between the variables to be studied which simultaneously reflects the type and number of problem formulations answered through research, the theory used to formulate hypotheses, and the statistical analysis techniques used. The paradigm used in this research is the constructivist paradigm, while according to Hidayat (2003: 3) this paradigm has the view that social science is a systematic analysis of social meaningful action through direct and detailed observation of the object of research. This research with title Analysis of Creative Message Strategies on Airas Pastry's Instagram Ads is included in the type of qualitative that uses constructivist paradigm.

RESEARCH RESULTS AND DISCUSSION

Advertising media plays an important role in creating effective advertising. Creating an advertisement requires a creative message strategy to get maximum results. Creative strategies

used in effective advertising can be seen through The Facets Model of Effects (Wells et al, 2007: 384) are perception, cognitive, affective, persuasion, transformation, and behavior.

The first one is perception. To create attention, awareness, recognition, and recall (Wells et al, 2007: 382). Airas Pastry already showed that the post has already contained content that can create attention, awareness, recognition, and recall, especially attention by using the good quality photo taken by a professional photographer, combined with the animation, song, and caption.

Second one is cognitive. To deliver information and understanding (Wells et al, 2007: 382). The message that Airas Pastry wants to convey to consumers on Instagram is of course that the most important thing is to always remind them that Airas Pastry has any product, is available in stock and can be found at this outlet.

Third one is affective. To touch emotions and create feelings (Wells et al, 2007: 382). By informing the stock, the outlets, and any other pieces of information on Instagram combined with an attractive design according to advertising elements to attract the audience's attention which can create a positive feeling so that potential customers when they want to buy the products when they arrive at the store, so at the same time avoiding, for example, disappointment when the products are out of stocks.

Fourth one is persuasion. To change attitudes, create conviction and preferences (Wells et al, 2007: 382). Airas Pastry's Instagram advertising can change the target audience's positive attitude by using a promo.

Fifth one is transformation. To establish brand identity and associations (Wells et al, 2007: 382). By posting content on Instagram almost every day always updating Airas Pastry stock and always reminding consumers that Airas Pastry is open every day, whatever is ready every day, and ready to be delivered to consumers' places. So that consumers don't forget that Airas Pastry also opens outlets around them.

Sixth one is behavior. To stimulate trial, purchase, repurchase, or some other form of action (Wells et al, 2007: 382). Airas Pastry aims to create a new lifestyle, especially for the target market, productive women who like pastry. by announcing a discount usually up to 50% for a certain period with limited stock.

CONCLUSION

Airas Pastry's Instagram Ads aims to understand the creative message strategies used by Airas Pastry in combination with Instagram Ads.

- a. The creative message strategy on Airas Pastry's Instagram Ads by focusing on maximizing content to be posted on Instagram, starting from using elements that will bind consumers, namely The Facets Models of Effects (Wells et al, 2007: 384), including perception, cognitive, affective, persuasion, transformation, and behavior.
- b. The creative messages on Instagram Ads can reach consumers more. By, in this case, hard selling. It is enough to focus orientation on what is being sold, at what price, and which outlets can be found.
- c. Instagram Ads can help spread creative messages. By conducting interviews with 2 support informants, Sasa and Indah. In this case, using a design that is quite interesting by the elements covered in Wells et al, 2007: 384, The Facets Models of Effects. They feel that by using a fairly simple design and direct information to the point, they feel they will share this information with their friends/relatives, even temporarily save it with the save feature on Instagram first. It is known that Instagram is one of the social media platforms that has many users and is also suitable for the target market. Especially Airas Pastry, by targeting women of productive age working or joining a community who like pastry to snack on or bring as souvenirs.

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