



**BANDUNG CREATIVE MOVEMENT 2014**  
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## **CREATIVE SOCIAL CAMPAIGN FOR GOVERNMENT PROGRAM**

**(CASE STUDY: FRIENDLY BANDUNG CAMPAIGN BY  
BANDUNG CITY GOVERNMENT)**

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### **Abstract**

The rise of social campaigns Friendly Bandung featuring visual image of some smiling citizens of Bandung has becoming an interesting studied. The research reveals a visual meaning of the tag line Friendly Bandung. Billboard campaign conducted visualization of some citizen of Bandung representing a Friendly Bandung.

Visual image is a phenomenon of visual communication that transmits messages (government) to the message receiver (the people). Visual signs in text and still images is a representation of an object that produces a different understanding in viewing the visual object in semiotics study.

Researchers used the model Pierce semiotic analysis method to determine the visual meaning, using three variations Pierce semiotic analysis of signs: Firstly, secondly, and thirdly method. This study is a qualitative research. Data analysis using textual analysis which are related to the content of a text or discourse itself.

The purpose of this study is to produce a visualization guide social campaigns in Indonesia, which is more persuasive - arouse public awareness of the main goals of the campaign, so that government programs can be done well. The results of this study may also be published in a scientific journal.

### **1. Introduction**

The socialization campaign program or policy that is held by the government usually displays an active leader or leader figure authorities. City of Bandung government with the new mayor who is now held by Ridwan Kamil create different campaigns by using images of ordinary people to campaign for 'Friendly Bandung'. The campaign was carried out by using a medium-sized billboard mounted on poles along the overpass Pasupati Bandung. The billboard showing public face from variety of status and professions smiling cheerful as a representation of "Friendly Bandung".

Rogers and Storey, define the campaign as a series of communication actions planned with the aim to create a certain effect on a large number of public conducted on an ongoing basis at a certain time. Referring to the above definition, it can be understood that in any communication campaign activity containing at least four things: action campaign aimed at creating a certain effect (in this case the people of Bandung) or a certain impact, a large number of target audiences, performed in certain period of time, and through a series of actions organized communication, whether verbal, textual or visual. Any action in the campaign is based on the principle of persuasion, is to invite and encourage public to accept and involve in the program or policy that is recommended on a voluntary basis.

Looking at the various definitions of the above campaigns, in terms of visualization messaging campaign conducted by the Government of Bandung, the appearance of the figure of the community in a variety of professions in the visual status and Friendly Campaign Bandung is interesting to be studied.

### **Problem Formulation**

- How is the Visual Campaign of the Government of Bandung in Bandung Friendly message?
- How to design visual communication creative social campaigns in an effort to bring awareness to the community in order to implement the government's program?

### **Research Objectives**

The purpose of this study was to reveal the visual signs that exist on Friendly Bandung Campaign, so it can be known the concepts that are used to communicate the message through the media. For the primary purpose it is necessary to understand the meaning behind the visual Bandung Friendly campaign conducted by the Government of Bandung.

### **Benefits of Research**

The benefits of this research are:

1. Produce a guide in designing visual exciting social campaigns, effective and communicative awareness so that people have to carry out what is conveyed by the government.
2. The long-term goal to be achieved from this research is to produce a visualization guide social campaigns in Indonesia is more persuasive - public awareness campaign will be the main objective is done, so that government programs can be done well.
3. The results of this study are also expected to be published in scientific journals, and participate in the International Seminar.

## **2. Method**

Visual image will be the focus of the research is a phenomenon of visual communication that transmits the message (the government) to the receiver (the people), through a visual signal that is sent. Visual cues in the form of text, still images is a representation of an object that produces a different understanding in seeing a visual object. Visual signs are visually represented and contained in Bandung Friendly campaign with the study of semiotics.



**Figure 1.** Billboard Campaign of Friendly Bandung  
(Source: Personal Documentation)

Researchers using the model Peirce semiotic analysis to determine the meaning contained in the visual, researchers will use three variations Peirce semiotic analysis of signs: first ness, the second ness, and third ness. This research is qualitative research. In the analysis of the data using textual analysis in which the meanings related to the content of a text or discourse itself.

In this method will describe and explain the various symptoms that appear in the form of a visual signal. All visual sign that appears to be researched with semiotic analysis of CS Peirce, in which the visual signal in Bandung Friendly campaign will be interpreted as a sign that exist in society. By using a model of Peirce's semiotics visual data obtained will be documented. Then the visual signs contained in the object which is texted (studied semiotics) with appropriate levels approach the icon-index-symbol.

So it can be produced conclusions that can be replicated in a packed social visualization of campaign messages is done in the city of Bandung in particular communities.

### 3. Result



**Figure 2.** Billboard Campaign of Friendly Bandung  
(Source: Personal Documentation)



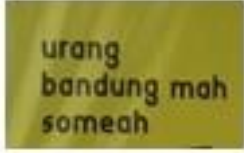







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Overall visual campaign with the tag line “Friendly Bandung” that held by the government of Bandung in 2014 can be seen from the picture above.

In the visualization was used several residents of Bandung from different gender and profession were smiling as a representation of the citizens of Bandung. Meanwhile, at the top left of the tag line appears a sentence Friendly Bandung, in the middle left part of the word appear the visualization of writing both in Sundanese writing 'urang bandung mah someah' and in Indonesia writing “Orang Bandung ramah tamah’ in the bottom left of the writing of the identity of the people who appear in visualization ranging from different age, gender, and professionals.

In order to know more detail marker (signifier) and a marker (signified) in the visual campaign, described by the following table.

**Table 1.** Classification Table of signifier and signified on Friendly Campaign Bandung.

No	Visual	Signifier	Signified
1		Writing text "Urang Bandung mah someah"	Friendly Bandung campaign held by Bandung City Government intended to influence the audience (Society of Bandung and visitors) to have pride in the hospitality of Bandung.
2		Smiling boy	
3		The boy identity	
4		Smiling female resident	
5		The resident identity	
6		Smiling male resident	
7		The resident identity	
8		Tag line Friendly Bandung	

**Meaning contained in Friendly Campaign Bandung by Bandung City Government.**

Success in conveying the message is determined on how a visual message and the approach used in conveying the message properly to the communicant, so that messages can be received

well

by the audience.

In this section, to dig out the hidden meanings of verbal and visual signs found on Friendly Campaign Bandung will be discussed in sequence, from disclosure denotative, and connotative.

### **A. Denotative Meaning**

Based on markers in the Bandung Friendly campaign has denotative meaning that the campaign is a call for the citizens of Bandung city once known as the friendly citizens to re-explore and demonstrate the friendly character to fellow citizens and to the guests of Bandung. If observed between the marker and the primary system (denotation) of the campaign is the same visualization. This is because the meaning of Bandung Friendly campaign conducted by the City of Bandung as a whole is interpreted based on the conventions of society.

### **B. Connotative Meaning**

At the top left of the visual campaign there is a marker Friendly Bandung via text "Friendly Bandung" written using Sentence Case white smile emoticon symbols incorporated as a reinforcement of the tag line Friendly Bandung. Defined user friendly, hospitality represented in the form of a smile. On the right is a visualization of some of the residents friendly smile ready to welcome friends or guests with hospitality. Some residents visualization represents heterogeneities people living in Bandung from various ages, gender, and profession. In the middle left side appear the words by using sentence case 'urang Bandung mah smoeah' indicates that the identity of Sundanese language and 'orang bandung ramah tamah' is a representation of the national language which is used as an invitation and confirmation to the guests who come in Bandung that Bandung is a friendly person.

Judging from the visualization of representatives of various walks of life from different social status, class and profession can also be interpreted as an attempt construction of Bandung city government messages to all of its citizens to be friendly, and build an image in the minds of visitors as the friendly city of Bandung. Judging from the use of different languages: Sundanese, Indonesian and English can be interpreted that Bandung as a city that has become a city of Sundanese culture prepare to accept domestic and international tourist as a tourism destination through the use of the Indonesian language is the national language of Indonesia, and foreign directed through English as languages of the world. It is strengthened by the promotion of the city of Bandung in other countries, such as the Billboard mounted on the side of the toll road towards Jaya Putra Malaysia.

## **4. Conclusion**

One of the most important in a campaign is a visual idea constructed into the form of message, which will then be presented to the audience. Campaign goals can only be achieved if public understand the messages well. Messages must be managed, designed and creatively well organized.

Based on the description of the markers (signifier) and Bookmarks (signified) in Bandung visual Friendly campaign, the message conveyed through emotional approach.





It is shown through the use of visual Bandung city residents from different social status, class and profession smiling off.

The visual meaning of the campaigns delivered through denotative and connotative approach. As an invitation to influence the audience (Society of Bandung and visitors) to have pride in the hospitality of Bandung can be read directly from the markers and markers that show through text and visuals in Bandung Friendly campaign.

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