

CREATIVE STRATEGY ANALYSIS OF FITBAR ADVERTISING “SNACKING WITH NO WORRY” TO CONSUMER PERCEPTION

Khansa Febru Prastianingias¹, Gandara Permana²

¹*School of Creative Industries -Telkom, University, khansfeb2@gmail.com*

²*School of Creative Industries -Telkom, University, gandara@tcis.telkomuniversity.ac.id,*

ABSTRACT: To achieve marketing goals, ads have to persuade the consumer with give some attention to the presented message to make n interesting advertisement, it takes creative strategy and creative tactic. Fitbar presents visualization of nutritionist figure warns 20 years old consumer about obesity risk on their age. The obesity can be caused by teen’s snacking behavior without pay attention to the snack nutrition. This research explains how the creative strategy works on Fitbar advertising “snacking with no worry” and how consumer perception to this creative strategy. The analysis is based on advertising, creative strategy, Visual Communication Design and Facet effect of models theory. The result of this research is Fitbar presents their advertising message well and it can be understood by the consumer. However, Fitbar fail in its creative strategy to build consumer perception of Fitbar as safe and healthy snack.

Keywords: Advertising, Creative Strategy, Fitbar Ads, Message, Visual Perception

1. INTRODUCTION

Television (TV) is one of the most efective mass media for ads. It is explained by Belch (2009:302) TV is a unique and powerful media because it contains elements of sight, sound, and motion, which can be combined to create a variety of advertisements and execution. TV ads known as a form of delivering messages that utilize various elements, using various elements such as audio (model audio/ads narrator, background music), color image, typography, and animation technology. To promote goods or services, the ads have to persuade consumer by give attention to conveyed message. For example, the message has to give a short description of a product, usage, and benefit. A good ad also has to give image of identity of the product by using slogan, tagline, etc which can differentiate one product with the other. To make an interesting advertisement, it takes creative strategy and creative tactic. Creative strategy is ads message which communicated to consumer. Meanwhile, creative tactic is the way how the message made in ads form.

Authors see that in this time snacking is a please activity for everyone, especially for teenagers which can be combined with other activity such as watching TV or chatting with friends. They, who have snacking hobby, sometimes pay less attention to the snack nutrition so that can give some impact to their health such as obesity or another complication. Based on this probability, PT Kalbe Farma gives their innovation by produce a healthy snack, Fitbar. Fitbar is a healthy and tasty snack. People nowadays tend to consider a healthy food is not tasty and most of tasty food is not healthy. Fitbar is made to combine both to be a healthy and tasty snack. With tagline “Snacking with no worry” reveal that Fitbar still can fulfill snacking needs without obesity worry, especially for them who aged 20 and more. A piece of Fitbar contains only 90 calories compare with Soyjoy, it means Fitbar contains less than half daily of caloric needs and free of trans fat, so it is safe for those who would like snacking without having to worry overweight.

Since its emerge in 2012, Fitbar has made five TV ads to promote their products and the latest ads at the beginning of 2015. Fitbar use visual expert nutritionists. In the ad, a nutrition expert said that the age of 20 bodies have started depending more prone to obesity. Indirectly through the nutritionist, Fitbar ads gave a warning to young people aged 20 years if they who like snacking without considering the content of the snacks do not change their lifestyles they will be susceptible

to obesity. Based on the above, the author would like to analyze to see the effect of the use of visualization expert nutritionists on a Fitbar TV ad to the perception of consumer. The purpose of this study was to determine the visual creative strategy used in TV ads and know the consumer perception to Fitbar creative strategy which used in visual Fitbar TV ads. How is the preception of consumer to the creative strategy of Fitbar TV advertisement 'snacking with no worry'?

2. THE THEORETICAL BACKGROUND

a. Advertising (Ads)

Ads or advertising can be defined as "Every paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor". The mean of to be 'paid' in the definition points to the fact that the space or time for an advertising message there generally must be purchased. You mean the word 'impersonal' means an ad use masses like TV, radio, magazines, newspapers can send messages to a large number of groups of individuals at the same time. (Source: Morissan, 2010: 17).

Advertising is one form of promotion of the most widely discussed of people, it is probably because the power of extensive coverage. It will also be very important promotion instrument, especially for companies that produce goods or services to the general public. There are a number of reasons for a company to advertise their products in the mass media, one is extensive coverage of the ads, so that people in far region can know their products.

One of the mass media is the most effective for advertising is TV because, according to Belch (2009: 302) TV is a unique and powerful media because it contains elements of sight, sound, and motion, which can be combined to create a variety of advertisements and execution. Television ads known as a form of delivering messages that utilize various elements, such as audio (sound model / ads narrator, background music), color images, typography and animation technology.

b. Creative Strategy

The strategy should be designed creatively, to dig up everything behind the facts and put them towards a creative idea that create sales. a creative strategy is not just a process of logic, but also including the arts. To obtain usable strategies, it should be made based on facts (Rama, 2015: 149). Creativity in advertising is the ability to produce a unique and fresh ideas in accordance with the ideas that can be used as a solution to solve the problem of communication. To be more precise and effective, creative ideas must be relevant to the target. Many companies of advertising that confess the importance of developing creative and different advertising so that relevant information can be communicated to the target consumer.

2.3 Facet Effect of Models Approach

^[2] Effective message has quality looks like diamonds how the effect of the presented message in collaboration to create the expected consumer response. These effects can also vary significance. Some ads are more focused on one or more sides (facet)

Practical Tips box summarizing six facet in advertising goals and consumer response that can be measured to determine the objectiveness. The third column shows the factors that increasing effectiveness. Six categories of effects begins with perception, which is the starting point of consumer response to an ad.

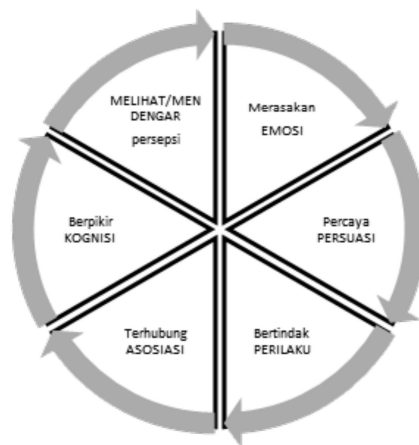


Figure 2. Box of *practical facet effect of models*

Source : Sandra Moriarty (2010)

2.4 Usage of Endorser in Ads

^[1] The use of sources as the main focal figure in advertising is one of the creative ways of communication of the message (Kotler Keller, 2006: 506). The interesting message conveyed by the speaker will attract more easily the consumer attention. Resource used in advertising called endorser divided in two types by Terence Shimp in advertising promotions, the celebrity endorser and the typical person-endorser. They are chosen as brand endorsers or brand ambassadors. Celebrity is a character (actor, entertainer, athlete) who is known for his achievements in different fields of the class of products they support.

2.5 Ads' Way of Working

^[2] Advertising is one of the components of the marketing mix commonly made by companies. Even the advertising activities are considered very important if you want to get success of the products marketing. Every year or every new product launch, the company spent hundreds of millions to billions of rupiah for advertising expenses. Conditions of tight competition makes the cost increasing yearly. Companies compete to create an ad to establish a favorable position in the market. There is no day without advertising, every hour, every show is always full of ads impressions. Advertising on television has been popular in the community, and even tends to anesthetize. If you see the effects, impact of the ads itself can be positive or negative depending on who its audience. Ads can indeed influence consumer behavior toward the advertised brand (Rama, 2015: 147).

The influence of advertising on consumer behavior is extremely varied, ranging from encouraging consumer to look for products that are referred until encouraging people who previously disloyal can be loyal. To produce an effective ad could anesthetize the public at the same time, it takes mature design strategy planning. Not just the physical appearance or visual "stopping power" but also communication ability of the hidden message. It means that the message is able to integrated with the implicit and explicit side. Other than that, smart strategy and wisdom are needed so that the message can be understood in a certain time for the social strata and age varied.

Simply, advertising is an information submitted by the manufacturer to the consumer with the aim that consumer consider to consume or purchase products offered. However, advertising is not just providing information, but also to manipulate the consumer's psychology persuasively to change attitudes and minds so that they want to buy or consume the products. With all forms of creativity, advertising has become an important element in the social life. Ads not only as a marketing tool products, but also has been selling our ideal values in human lifestyle.

Various psychological influence of an individual nature of the ads, over time will crystallize collectively and be the behavior of society in general. This behavior shaping the value system, lifestyle, certain cultural standards, including standards of moral, ethical and aesthetic. Ads has become an agent which formulate the cultural frame of lifestyle imagery that hit people's lives continuously. Ads can gives new value system and change the existing value system in the community, ads can create an overall system.

2.6 Ads Attraction

^[1]The attraction of advertising refers to approach that used to attract the attention of consumer or affect their feelings toward a product (goods / services). An attraction of the ad can be understood as something that moves people, talk about their wishes or needs, and raise their interest. In general a variety of attractions can be divided into two categories:

1. Informative / rational attraction emphasizes on fulfillment of the consumer needs on the practical aspects, functional, and usability of a product and also emphasizes the attributes of a product / benefit or reason to have and use a particular brand of product. Advertising messages to informative / rational attraction emphasizes on facts, learning, and sense conveyed on ads.
2. Emotional attraction associated or connected with the social and psychological needs of consumer in the purchase of a product. not the least motive consumer purchases are emotional, because they feel about a brand may be more important than the knowledge they have of the brand.

2.7 Consumer Perception

Perception is a process individu selects, organizes and interprets stimuli into a meaningful and comprehensive picture of the world. Perception is reality, there are two types of quality. Objective quality (actual quality) and quality based on consumer perceptions (perceived quality), and the most important is the perception of consumer (Simamora, 2003: 22).

Ads known as the most common media used to direct persuasive communication, influence feelings, knowledge, trusts and attitudes associated with a product, which ultimately leads to influence consumer's decision to buying products. Persuasive communication is a way to convince the consumer that is willing to do and behave as expected by persuading without force and improving the quality of existing products in a different way. Factors that create the perception is different at same facility are because of differences in brain are limited, so it is impossible all the stimuli can be accommodated. It is influenced by personal factors and factors of stimuli consisting of (Simamora, 2003: 22) three principles quality as perception, Morgan, Clend and Bruno (1996) in the book *Aura brand reveal* that: first, the quality sourced on the product and nonproduct aspects. Secondly, the quality is existing if it can entered entered the consumer perception (quality exists only as it is perceived by customers). If consumer perceive the quality of a product as a low value, the quality of the product was low in any reality. Perception is more important than reality in advertising, even though not only opinions but there are facts in the ad. So in advertising, perception is reality. Third, the perception of quality measured relatively to competitors.



3. THE RESEARCH METHOD

The methods used in this research is to use descriptive method, which aims to systematically describe facts or specific areas in a factual and accurate, this method also uses the visual analysis. The visual analysis is used to provide a description of the visual appearance of the consumer perception. Using the Facet effect of models, the author will examine consumer perception in advertising as one of creative advertising strategy.

4. RESULT AND DISCUSSION

4.1 Creative Strategy

Table 1. Example of analysis

Sample Scene	Video plot	TVC componen	Analisis creative strategic
4	<p>Duration:00:00:14</p>  <p>A nutritionist Bodycopy A women A Man</p>	<p>Act sequence: <i>Scene 4</i> Location: In a Park Colors: white and green Character: - A young women and young man were talking - A nutritionist with white coats. <i>Voiceover:</i> Remember, starting 20s the body is different, more easy fat. <i>Jingle:</i> - <i>Lighting:</i> <i>Split Lighting</i></p>	<p>Visual : <i>Background</i> with the background of the park, there are young people who were interacting, an expert nutritionist. Tagline : Remember, starting 20s the body is different, more easy fat. <i>Fitbar, Snacking with no worry</i></p> <p>Teknik Visual : <i>Spokes Person</i></p> <p>Analisis : The use of expert nutritionists in this ad provide a warning to young people that the 20s is obese. The use of expert nutritionists is expected to reassure consumers that Fitbar is safe for healthy snacks and snacking activities</p>
7	<p>Duration:00:00:25</p>  <p>A Women fitbar garden visual 90</p>	<p>Act sequence: <i>Scene 7</i> Location : In a Park Colors: Dominan Brown Character : A young woman enjoy fitbar. <i>Voiceover:</i> ehm... change your snack <i>Jingle:</i> - <i>Lighting:</i> <i>High Key</i></p>	<p>Visual : A young woman enjoying a fitbar products, the figure of 90 as a background with a dominant green color. Tagline : Fitbar, snacking with no worry. Teknik Visual: <i>Vignettes and Situations.</i></p> <p>Analisis : At the scene to two young women seen this ad middle of jogging, and the seventh this scene, a young woman enjoy fitbar chocolate, that is to say, this is a snack Fitbar safe for consumption after exercise.</p>

Source: Khansa Febru Prastianingtias (2016)

Fitbar TV ads use some visual techniques in conveying the message in its advertising. Fitbar tv ads using visual techniques of Vignettes and situations, the displayed image usually shows a number of

people were enjoying a product like enjoying life. While the music and the lyrics provide a supportive atmosphere. At the scene 7, can be seen a young woman enjoying a Fitbar product with full enjoyment with a background in advertising is dominated by the green color. It symbolizes cool natural atmosphere and health, because Fitbar products also includes one healthy snack product.

Not only using visual techniques of Vignettes and Situations, Fitbar ad also uses techniques of spokes person, that technique is to ask someone directly in front of the camera to bring ads to television viewers. At the scene 4, can be seen a nutritionist who brought the Fitbar ad to alert the user, among young people aged 20 and more that in the age of 20 bodies have started depending more prone to obesity. This warning was given, because viewing habits today's young people are very fond of snacking, but they pay less attention to the nutrition contained in their snacks.

As one part of creative strategies in order to attract consumer, these ads and messages conveyed to consumer, advertisers usually use endorsement. The use of sources (source) as the main focal figure in advertising is one creative way to communication of the message. The message conveyed by the speaker that will attract consumer more easily. Resource used in advertising called endorser is divided into two types by Terence Shimp in advertising promotions, the celebrity endorser and the typical person-endorser. They are chosen as brand endorsers or brand ambassadors.

In Fitbar tv ad, advertisers use this type of expert endorser, the use of figures that have expertise in a particular field that is relevant to the product being advertised. The use of experts figure is intended that the consumer is sure to technical superiority of the product and convince they who still want to snack without worry of being overweight.

Use of endorser intended to give a boost to the advertising messages in order to more easily accepted by consumer and facilitate the growth of consumer trust on the product being advertised. Tagline "snacking with no worry" is placed on each ad's first to last scene. It emphasizes that advertisers desire is very strong to convince consumer that the product is safe to be used as a snack.

4.2 Consumer Perception

Affective (feeling) as a form of stages in perception provide a response in form of feeling get by consumer as information received from the ad. The affective motive divided into desire / hope, feelings, and preferences. Message in a tv ad Fitbar states that the product is safe and healthy to be used as a snack, so that consumers do not need to be worried about being overweight. The messages are also supported by the tagline of the product "snacking with no worry". The results of the questionnaire obtained 66.7% of respondents felt that Fitbar is safe to consume for weight maintenance. It means they have the desire that the product will not make them overweight.

After that, the cognitive is the understanding of consumer to information he received from the ad. The cognitive side driving a necessity, learning, and memory. Message in Fitbar TV ad states that the product is safe and healthy snacks to be used as a snack, so that consumers do not need to be worried about being overweight. The messages are also supported by the tagline of the product "snacking with no worry", it means consumer can consume snack without worry of overweight. The results of the questionnaire obtained 55.6% of respondents understand that Fitbar is safe for weight maintenance and they would find out about the Fitbar products and will remember that the product is safe and will not make them overweight.

The most important side of perception is stage of consumer trust to the products being advertised. Belief Stage is that consumer feel confident to the information received from the ad. Motivators of faith are trust, influence, and loyalty. Message in Fitbar TV ad states that the product is safe and healthy snacks to be used as a snack, so that consumers do not need to be worried about being overweight. The messages are also supported by the tagline of the product fitbar which reads snacking with no worry, which means snacking without worry. The results of the questionnaire obtained only 36.7% of respondents trust that Fitbar is safe for weight maintenance. It means, the

message conveyed by Fitbar TV ads not enough to convince consumer that the product is safe to maintain body weight. Consumer may feel and understand the advertising message, but consumer do not necessarily trust.

It is also supported by the results of a questionnaire in the form of questions regarding the use of nutritionist visual used in Fitbar TV ad snacking with no worry for consumer to trust that safe products are used as healthy snacks for weight maintenance. From the results of the questionnaire, only 46.7% of respondents who trust the use of nutritionist visual can build consumer trust. In the previous chapter has described the function of the use of an endorsement is intended to give a boost to the advertising messages in order to more easily accepted by consumer and facilitate the growth of consumer trust on the product being advertised. From the results of this analysis means that a creative strategy using a visual expert nutritionists does not affect the consumer to trust that the product is a snack safe to maintain weight.

The tagline of the Fitbar is “snacking with no worry”. Fitbar TV ads laying this tagline in every scene. The use of the tagline in advertising a product is to clarify or dramatize the emotional and functional benefits of the brand for customer and potential customer. Tagline tell consumer how they expected to feel about the brand. From the results of the questionnaire, there are 70% of respondents trust that the tagline of the Fitbar ad can build trust that Fitbar a healthy snack that is safe to maintain weight.

5. CONCLUSION

From analysis of visual creative strategy in Fitbar TV advertising and consumer perception stages at the sight of a creative strategy, the green dominant color used in Fitbar TV ads visually meaning of the color is associated with the symbol of health, as its products are Fitbar, a healthy low calorie snack that is able to maintain body weight. Fitbar able to convey a message in its advertising well, consumer who see the ad can get the message contained by the ad, but Fitbar less successful in using visual nutritionist to influence and convince consumer that Fitbar is a safe and healthy snack.

REFERENCES

Kertamukti, Rama. 2015. *Strategi Kreatif dalam Periklanan*. Depok: PT. Rajagrafindo Persada.

Moriarty, Sandra. 2010. *Advertising*. Jakarta: Prenada Media Grup

Morissan. 2010. *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Prenada Media Group.