

Analysis Structure and Appearance Forms of Advertising As Cause Viewers refused Pop Up Ads (Case Study Semen Merah Putih Ads On Detik.com)

Ilhamsyah S.Sn., M.Ds.¹

¹Telkom University, ilhamsyah@tcis.telkomuniversity.ac.id

Abstract: The presence of a new generation of communication technologies (internet) which has different characteristics factually it turns out one of the causes of the loss of credibility of advertising today. Viewers often seek close button in the pop-up ads on the page of a news site that is being visited. Based on research Ayu Saraswati (2014) found that respondents felt disturbed by the presence of pop-up ads, and one of the factors that cause pop-up ads to be avoided is the appearance of an ad that does not fit and repetitive. The problem will be the focus of the study is, "What causes pop-up advertisements been avoided, viewed by analysis of visual form as well as its appearance on the site pages intended audience?" The author will compare the shape and the appearance of pop-up advertising with traditional media advertising that magazine ads and television commercials commercial. The authors assumed there must be a difference in treatment medium pop up (Internet) and traditional media (magazines and television), mainly to maximize the element of interactivity advertising on the internet medium. This study used a qualitative research with descriptive writing interpretive techniques. In operating the data and the facts about pop-up ads were described factually and accurately, which further will be analyzed based on the theories related. Researcher found a lack of understanding of some ad creators caused the denial of pop up ads. Pop-up ad is a static advertising print model that is an ad only one page with no moving visuals, with treatment delivery such as television, by blocking the sites to be visited pages. So most viewers regard as a nuisance pop-up advertisements pleasure and reduce the credibility of ads.

Keywords: *Pop-up ads, Print Ad, Ad Commercial Television, Internet, Digital Media.*

Background

The presence of a new generation of communication technologies (internet) which has different characteristics, indirectly changes the way people communicate broadly and fundamentally. In development, the presence of the latest communication technology turned out that caused loss of advertising credibility today. It is revealed in the book Al Ries "The Fall of Advertising & The Rise of PR" (2003), the originator of positioning says that advertising is dead, and trigger the use of public relations as the spearhead of marketing communications. Al Ries found that society or the consumer is much smarter in spending money, so that it takes in the future is a form of interactive communication (Internet). As a result, advertising communication function fades due to the use of the mass media which tend to be passive and be a one-way [1].

Various ways still being done by the advertisers to grab the attention of viewers, as spreading pamphlets in an open area, put an ad in a magazine, take advantage of advertising spots on television, the placement of billboards and various other outdoor media, including the use of digital media, but viewers still conciuslly tend to reject the present information. Viewers would often seek close button of the pop-up ads on the pages of news sites are being visited. Even a respondent, Ahmad Ridwan Fitri, an art director who is still active in the world of advertising was revealed about how bothering the pop-up ads, "disturbing" he said. Pop up ads are ads that sudden appearance in front of the web page that will open [2]. Basically viewers to buy a newspaper or magazine to get the news not to see the ads, or watch television for entertainment

not to watch advertisements. Or open a web page to get news updates and not be bothered by the presence of pop-up ads before. The senior advertising has also written books on advertising, reveals the actual reality: "the audience hate ads!" [3].

Based on research Ayu Saraswati (2014) found that respondents felt disturbed by the presence of pop-up ads, and one of the factors that cause pop-up ads to be avoided is the appearance of an ad that does not fit and repetitive [4]. According to the interviews of some of the respondents, they admit that the presence of pop-up ads very annoying when you want to search for information in question. These issues will be the focus of this research analysis. What causes pop-up advertisements avoided analyzed from the visual form and the its appearance on the site pages intended audience? The author will compare the shape and appearance of pop-up advertising with traditional media advertising that magazine ads and television commercials. The authors assume there are differences in treatment medium pop-up ads (the Internet) and traditional media (magazines and television), mainly to maximize the element of interactivity advertising on the internet medium.

Which is the object of this study is the pop-up ads Semen Merah Putih in the website page Detik.com which aired on July 27, 2015. And as the comparison is a print ad Bengbeng Chasew in September 2010 issue of Hai magazine, and commercial television commercials Extra Joss Blend (2015). Selection is based on the similarity of appearance form of advertising that hinders the intended information. In addition to the visual similarity of the structure of a print ad Bengbeng Chasew adjust pop-up ads are chosen, the dominant advertising displays on the product image.

This research is qualitative interpretative descriptive writing techniques. In operational data and facts about pop-up ads depicted (description) factually and accurately, which further analyzed based on the theories related. Interdisciplinary nature of the sciences design (advertising) require a distinctive approach to research as well, aiming to get the problem, the data object of research, and analysis that can be accounted for validity. In his explanation Tjetjep Rohendi Rohidi describe the interdisciplinary approach is a merger of two or more scientific disciplines into one, as long as its presence remains relevant to the context of the scope of the problem is being studied [5].

Advertising

Sandra Moriarty et al. in her book Advertising (2011), revealed that advertising is a complex form of communication that operate to pursue goal and use strategies to influence thoughts, feelings, and actions of consumers. Information technology or the Internet created new targets (community) and now ads can be customized to the individual consumer. This customization is growing, and increasingly important to identify the target audience and create ads that target individual needs. Because an initial understanding of advertising includes the assumption that advertising was oneway communication from the advertiser to the consumer [6]. It is also starting to change since the 21st century, consumers are becoming more frequent interaction through the Internet, and use it to get information about a particular product.

Advertising strategy aims to generate the impact of advertising to the message recipient, which is how they respond to the message. The expected impact of advertising is planned based on the current model of consumer behavior. The Japanese agency Dentsu Advertising, designing a model of consumer behavior of today's Internet era called AISAS. The consumption behavior model consists of: attention, interest, engines, action, share or so-called AISAS [7]. Here is a more detailed AISAS process:

1. A consumer attention to products, services, or advertising.
2. Consumer interest in collecting information (search) on the product. These searches are done via the internet in the form of a blog, the official website, or talk with friends who have experience in using these prosuk.
3. If successful, there was a decision to make a purchase (action).
4. After purchase, consumers are becoming transmitter word of mouth information to be talking to someone else, or by sending comments and impressions on the internet (share).

With AISAS models, is expected to devise a design that captures or touched consumer hearts. Thus, the purpose of the company using AISAS models are:

1. Build a clear path to make the buying process.
2. Build involvement or relationship with consumers [8].

To build a brand communication design that produces the desired effect, needed data obtained from the marketing brief, including (1) Brand, (2) Product knowlegde, (3) Differentiation, (4) Target audience, (5) competitors. From the five data is translated into creative brief that aims to bridge between strategy and creative ads that will be built by the creative team [9]. The creative brief into life strategies and provide important insights for the creative team to set strategy, advertising messages, and determine main idea of the sale, that will be the central theme of an advertising campaign.

Media

The main key of advertising as a medium to deliver message to the target audience is the presence of the media as intermediary. Quoted from the thesis work Belasunda Interrogation (2012) Medium comes from the Latin "medius" which means middle, intermediate or conductor. The plural form of medium is media. Through the medium of an idea, and the message is delivered. In a system of signs, the medium is a tool that is bound by the rules that have been agreed by all communities that use the system [10]. In accordance with the science of advertising, media are channels of communication that carry messages from advertisers to the audience [11]. However related with this research, the internet contains contrary response, namely from the audience to advertisers. By understanding the media is expected to help reveal the role of pop-up ads on the Internet as one of the causes of the loss of credibility of advertising.

Types Media Advertising

A popular advertising medium in use today are: Print Ad (print media), is a print-based media campaign, can be paper, or other media type of paper. Which are included in this type of advertising newspapers, magazines, brochures, and other print media such as outdoor posters and billboards [12]. In this discussion will focus on the writing of print magazines, because the nature of pop-up ads appear to resemble a magazine ad. Magazines have an impact such as print media in general, which is give more information, pictures, and messages are more durable than the broadcast media (television, newspapers, radio). The print media is the medium that is rich in information, so that the views of the impact will touch consumer behavior attention and interest. Readers feel the print media (publications) are more flexible because they can stop to reread, read the section need only, or read in their spare time they have. Print media has the ability to attract the attention of other senses than other media because it has elements of touch (kind of paper) and aural (the smell).

Commercial Television (Media Release), different from print advertising media, television has the ability to tell stories, evoke emotion, create a fantasy, and can provide a strong visual impact [13]. This medium is very suitable to demonstrate the workings of a product, turn on the brand image and increase brand personality. Television commercials when measured from the impact would create behavioral response audience attention, interest and action, depending on the content of the ad message.

Internet (Interactive Media), is technically the Internet is an international computer network system which inter-connected. While the World Wide Web is an information interface that allows all people, who are connected, interconnected through internet access. Sandra Moriarty et al. In his book Advertising (2011) reveals the current Internet model is often referred to as Web 2.0 because of its ability to build social networks and interactive entertainment based on the strength of the Internet that has a very strong impact. Pop up ads are one type of ad network utilizing the Internet.

Media Trends

An important point in the advertising media, both in terms of its media landscape and planning practices are the most frequently changed areas. Professor Don Jugenheimer identified five trends that most major media in the Internet age [14], including:

1. Convergence, where all media store and send information in the form of digital data. Besides the mass media to integrate into something bigger, full and complex.
2. Interactivity, viewers (audience) in that it can exchange information with fellow audience other than to send feedback to the sender of the message.
3. Involvement, showed the audience is much more involved with the information or message, as an example of how the viewers get involved in making and uploading videos that included bursts of Coca Cola Mentos candy.

4. commoditization, with increasingly sophisticated technology makes a variety of media forms increasingly felt no different, almost all offering the same thing.
5. Kadensi, viewers tend to demand information quickly, so that the current media trend is moving towards faster (acceleration).

Discussion

In accordance with the objectives of this study is to determine why the pop-up ads was rejected by viewers in terms of the shape and appearance that blocks sites that will target viewers. Is there any relation to the treatment of different media in the design and use of various media in advertising. For that let us analyze based on a comparison showing your ads on the following advertising media:

Table 1.1. Comparative analysis magazine ads, television commercials and pop ups based on appearance form.




Media types Advertising	Appearance forms	Explanation
Print Ad 	Blocking news in full or in part at the beginning or middle of the page.	It takes 5 seconds to build audience attention during the opening of the next page. Most viewers have the purpose of reading the news than seeing an ad.
Television Ads 	Fill the gap between the TV show, so impressed blocking events or entertainment being enjoyed.	With the remote effect, most of the viewers to move the channel during a commercial break takes place, thus eliminating the chance of the viewers see the ads.
Pop-up Ads 	Cover part or all of the intended site pages, but when clicked on the picture will lead the web page of the advertisement.	It takes about 5 seconds to build the viewers attention before closing the pop-up ads.

Table 1.2. Comparative anatomy magazine ads and pop-up ads.

Print Ads (printing)	Pop-up Ads (internet)
	
<ol style="list-style-type: none"> 1. Product Logo 2. Headline 3. Product Image 4. Tagline 	

From a comparative analysis above, there is similarity of appearance form magazine ads, television commercials and pop ups. All three appear to cover the information being sought or enjoyed by the audience, and this is one of the causes of the loss of credibility of the ads by Handoko Hendroyono [15]. The difference is in after the ad aired, when the magazine ads and television viewers can continue pending information, but the pop-up ads that viewers can toward further information (product web page) when viewers click on the image on the pop-up ads. Unless viewers click the close button on the left or right of the visual advertising. This makes most viewers reject (reject) the presence of pop-up ads.

Based on the visual display pop-up ads Semen Merah Putih has a not moving visual and only one page resembles as magazine print ads Beng-beng Chasew. So that its effects, when associated with the impact of the planned ad, just touching the sides viewers attention. Associated with the current media trends, ad creators should be able to make creative ads pop up (internet) are more involved viewers with product messages (interactivity and engagement). So it there should be difference in treatment medium differently for Internet-based advertising compared to advertising in print or broadcast-based media. The goal is to maximize the ability of pop-up ads, especially creating a positive buzz about the brand by viewers. So it can maximize the impact of advertising that is integrated, that is touching the side of search and share that difficult to achieve by traditional advertising media.

Conclusion

Researchers saw that there is a lack of understanding by some ad creators of this difference. Resulting in the rejection of advertising, although advertising pop-ups utilizing of new media that are popular. An example is the Red and White Cement advertising discussed above, these ads are designed to hinder the view of sites that will be visited. The appearance form recognized by viewers considered intrusive, killjoy, and undermine the credibility of the ad. Researchers assume there is a mistake in treating the internet as a medium equated with other mediums (television and print).

References

- [1] Ries, Al., Ries, Laura. 2003. *The Fall of Advertising & The Rise of PR*. Jakarta: PT Gramedia Pustaka Utama.
- [2] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana.
- [3] Hendroyono, H. 2012. *Brand Gardener*. Tangerang: Penerbit Literati.
- [4] Saraswati, Ayu. 2014. *Analisis Faktor-Faktor Yang Menyebabkan Iklan Pop-Up Dihindari*. Skripsi Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Diponegoro: Semarang.
- [5] Rohidi, Tjetjep Rohendi. 2011. *Metodologi Penelitian Seni*. Semarang: CV. Cipta Prima Nusantara.
- [6] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana.
- [7] Sugiyama, Kotaru. and Andree, Tim. (2011). *The Dentsu Way*. USA: McGraw-Hill.
- [8] Wirasari, Ira. 2008. *Strategi Kampanye Iklan Dove Terhadap Persepsi Kaum Perempuan*. Tesis Institut Teknologi Bandung: Bandung.
- [9] Belasunda, Riksa. 2012. *Hibriditas Medium Pada Film Opera Jawa Karya Garin Nugroho Sebagai Sebuah Dekonstruksi*. Tesis Institut Teknologi Bandung: Bandung
- [10] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana.
- [11] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana.
- [12] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana.
- [13] Moriarty, S., Mitchell, N. & Wells, W. 2011. *Advertising*. Jakarta: Kencana. 269
- [14] Hendroyono, H. 2012. *Brand Gardener*. Tangerang: Penerbit Literati.