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Designing Social Campaign for The Usage of Travel Insurance

Yolanda Astarie Milenia Setiawan[a*], Darfi Rizkavirwan[b]

[a-b] Department of Visual Communication Design, Universitas Multimedia Nusantara, Indonesia
*Corresponding author e-mail: yolanda.setiawan@student.umn.ac.id
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Abstract: With the current growth of traveling in Indonesia, the needs of travel insurance are very important for every traveller since there are a lot of risks that could happen anytime while traveling. Unfortunately, the number of travel insurance usage in Indonesia is still very low. 52.2% respondents of the research never use travel insurance before. The proportion of travel insurance is only about less than 10% of total national's insurance premium. In this report, the author will design how to communicate the increasement for the usage of travel insurance for traveller through social campaign and to design the visual that show the bad possibilities that could happen without a travel insurance through social campaign. The author has collected data by doing interviews, questionnaire, and Focus Group Discussion. By designing this project, the author hopes that the literacy and penetration of the travel insurance will increase.

Keywords: usage, risks, traveling, traveller, travel insurance

1. Introduction

Travel insurance is a type of insurance that provides protection to someone during a trip from unexpected events. Travel insurance itself included in the business line of miscellaneous insurance. In 2018, the number of Indonesian tourisms increased to 303.4 million for domestic area and 9.75 million for international area. According to Arief Yahya, the ex-Minister of Tourism, the trend of travelling is slowly getting dominated by the millennials. With the current growth of Indonesian tourisms, the usage of travel insurance needs to be increased due to a lot of travel risks that could happen anytime. Those kind of risks during a trip could cause a big amount of either financial or time loss.

The importance of having a travel insurance is to make sure the travellers always feel safe, protected and secure their financial. Unfortunately, travel insurance has not been the main priority for Indonesian traveller as it is not a mandatory to have. According to

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Dody A. S. Dalimunthe, the Executive Director of General Insurance Association of Indonesia (Asosiasi Asuransi Umum Indonesia), the proportion of miscellaneous insurance is only about 10% of the total of national insurance premium. Based on the survey result to 201 respondents of travellers, the result shows that 52.2% of the respondents never use a travel insurance before. In fact, while travelling someone could face a lot of risk possibilities such as death, medical emergency, personal accident, baggage loss, flight delay, house fire and theft.

According to Stasher, Soekarno-Hatta International Airport ranked the last place out of 106 world's airports as the most delayed airport in the world. According to Dody Dalimunthe, there are travellers that could pay for the unexpected financial loss from travel risks, but there are also some travellers with a financial condition that cannot pay for big amount of loss from travel risks. Most of the respondents of the questionnaire stated that they already knew about travel insurance, knew some of its benefits, felt that travel insurance is something important to have, and ever got offered to use travel insurance, but at the end most of them still decided not to use it. It shows that most of Indonesian travellers don't yet have the awareness to prioritize and spend their money on travel insurance.

Therefore, the authors decided to design a social campaign as an awareness for the usage of travel insurance in a persuasive way for Indonesian traveller. The benefit from this research for target audiences is to prevent unexpected huge financial loss due to travel risks and to have more sense of security while traveling by using travel insurance. According to Roger and Storey, the main objective from a campaign are changes in behaviour and mindset of the audiences. By doing this project, the authors hope that Indonesian travellers will always use travel insurance as one form of protection during the trip both in domestic and international area.

2. Literature Reviews

2.1 Campaign

According to Roger and Storey, campaign is a group of structured communication process with some specific goals for large targeted audiences in a certain ongoing period of time. The main objectives mostly are changes in behaviour and mindset of the targeted audiences. There are three types of campaign, Product-Oriented Campaign, Candidate-Oriented Campaign, and Ideologically or Cause-Oriented Campaign. Product-Oriented Campaign is a commercial type campaign and aims to gain financial benefit. Candidate-Oriented Campaign or political campaign is a campaign that focused on candidates for political campaign matters. The third type is Ideologically or Cause-Oriented Campaign, a campaign that oriented to a specific goal and aims to achieve a social change in public.

2.2 Ostergaard's Campaign Model

Ostergaard's Campaign model is considered as a campaign model that has the most scientific side in it. According to Leon Ostergaard, a campaign needs to begin with a clear identification of problems and scientifically supported in order to have an effect to solve the social problems they face. The Ostergaard's Campaign Model is described as the following picture below:

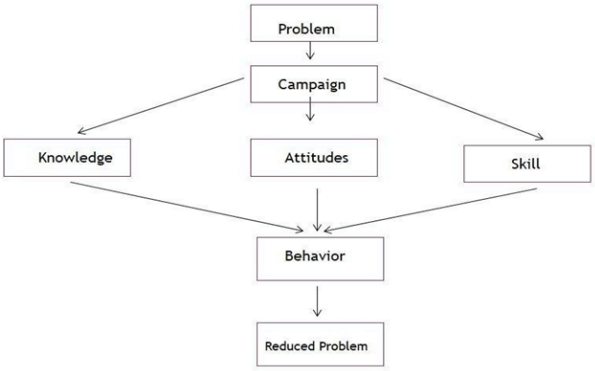

Figure 1 Ostergaard's Campaign Model

2.3 AISAS

AISAS is a consumption behaviour model that became a base of a lot of campaigns. The process of AISAS does not always move through each of the five stages, a step may be skipped or repeated. According to Sugiyama & Andree, AISAS described as five processes, Attention, Interest, Search, Action, and Share.

2.4 Media

According to Tymorek, professionals of social campaign considered campaign media into three categories by the interaction between audiences and campaign organizer, those are Above the Line (ATL), Below the Line (BTL), dan Through the Line (TTL).

Above the Line (ATL) use conventional media such as television, printed media, radio, and internet banner. ATL media is targeted to very large and diverse audiences. ATL requires some cost to place the medias by agency or media. Below the Line (BTL) uses a direct approach to audiences. This method includes letter, e-mail, public relations, or sales promotions to distribute sticker, pamphlet, poster, brochure, banner, demo, sample, and more. BTL does not always requires some cost to place its media. Through the Line (TTL) is a combination of ATL and BTL. One of the examples is an advertisement using ATL method which invites the audiences to visit a shopping centre to get a special promotion. Upon their arrival at the shopping centre, the audiences will find BTL strategy there, such as brochure or sample as one form of the promotion.

According to Landa, ambient media is a type of media which utilize the existing structure in public spaces, such as bus shelters, fire hydrant, buildings, and parking lot to surprise the audiences. Ambient media can appear as various forms. An effective non-

conventional solution shows that it can promotes brand or group with a new break-through ways that beyond the existing media spaces.

3. Design Method

Campaign designing process begins with data-gathering process by doing the mixed research with involves qualitative and quantitative research. According to Visocky O'Grady, qualitative research measures subjective data such as images and words, meanwhile quantitative research measures various objective data such as numbers and logic. The authors use qualitative approach by doing references observation, interviews and Focus Group Discussion (FGD), also the quantitative approach by distributing online questionnaire.

The design methodology employed by the authors is the Ostergaard's campaign model. According to Venus, this campaign model is very close with the scientific side. Therefore, this campaign designing process must begin with a clear and factual identification of problems. After identifying the problems, the next thing is to search the cause and effect relationship from the existing facts.

The second step is the campaign management which begins with designing, execution, and evaluation. The last step of this campaign model is the post-campaign evaluation of the reduced problem to evaluate the campaign effectiveness to reduce or eliminate the identified problems from the first step.

4. Design Process

4.1 Design Strategy

After doing the analysis process, references observation, and data-gathering, the authors continue to the designing process.

1. Planning the Messages

While planning for the messages, the authors did a mind mapping and brainstorming processes. The results of the mind mapping are some keywords which simplify the data and theories throughout the campaign designing process. The main keywords used in this process are worry-free, preventing, and mindful. Based on the mind mapping result above, the big idea of this campaign is "Experience your worry-free exploration".

The idea of this campaign designing process is to make a visual design which understands the worries of every travellers during a trip. The concept of this campaign is a social campaign which shows the impact of the bad risks that could happen without having a travel insurance.

Based on the creative brief, consideration toward the target audiences, campaign message, keywords, and more, the authors decided to use "Proteksi Eksplorasi Tujuan Anda (PETA)" as the campaign name, which means "Protect Your Destination's

Exploration". The acronym itself, PETA, means "Maps" in Indonesian, which have a strong correlation to traveling.

2. Communication Strategy

To delivering the messages to the audiences, the authors used some strategies and brainstorming results which developed to the corresponding copywriting with the campaign objective.

- Campaign Technique

The used campaign technique in this campaign is the pay-off technique. This technique is used to create fear or worries if the audiences do not follow the advices from the campaign or showing on the campaign visual that the bad risks could happen anytime.

- AISAS

The five process of AISAS in this campaign are described as the following picture below:

	ATTENTION	INTEREST	SEARCH	ACTION	SHARE
MESSAGE	Showing common or popular tourist activities	Showing losses as the impact of common travel risks	Further information about features, benefit, price, and travel insurance brands, claim procedure	Information about how to buy travel insurance as travel protection	Sharing information or review about travel insurance to public by social media
MEDIA	1. Banner Application banner Web banner 2. Poster Billboard Airlines Magazine Digital signage 3. Ambient media Escalator Airport Trolley In-flight entertainment ads Ceiling panel in public transportation 4. Instagram story ads	1. Banner Application banner Web banner 2. Poster Billboard Airlines Magazine Digital signage 3. Ambient media Escalator Airport Trolley In-flight entertainment ads Ceiling panel in public transportation 4. Instagram story ads	1. Website 2. Instagram post	1. Website 2. Application banner 3. Online Booking Site	1. Merchandise Luggage tag Travel journal Passport cover 2. Instagram Stories Bingo

Figure 2 AISAS

The AISAS model begins with Attention to attract some attention from the audiences to show some bad possibilities that could happen when someone is traveling. The Interest phase also visualized by the common or popular tourist activities to make audiences feel relatable. Attention phase communicated by the illustration visual placed on application & web banner, billboard, airlines magazine, ambient media in various location, and Instagram story ads.

The next phase is when audiences started to Search on some platform, such as search engine and Instagram. The objective of those platform is to make audiences find information and further things regarding the campaign. Next, the audiences can move to the Action phase by participating in this campaign by planning to use travel insurance for the next trip. The Action phase is placed on website which could show the distribution channels to buy travel insurance or by clicking the application and web banner on the online booking site as one part of the distribution channels.

On the last phase, Share, the audiences can share information regarding the campaign by filling the Travel bingo template and upload it to their Instagram story and also use the campaign merchandise to public places.

- Copywriting

The tagline of this campaign is #KelilingBebasKhawatir (#WorryFreeTravel) based on the word "Keliling" which often used by Indonesian traveller describing their travel dream or experiences such as "Keliling Dunia" (Travel Around the World) and "Keliling Indonesia" (Travel Around Indonesia). The overlines of this campaign is "Saatnya proteksi biar no worry" (Time for protection to have no worry).

The headlines and overlines are based on the applied persuasion theory for designing message, the EPPM (Extended Parallel Process Model) which adjusted with the idea of visual design that shows every traveller's worries and the concept to show the impact of bad risks, which leaning more toward the fearful interpretation. This positive copywriting is expected to balance those idea and concept and also give solutions for the audiences so that they could receive the message well.

3. Visual Strategy

After planning the message and communication strategy, the authors continue to design the campaign visual.

- Logo Design

As the identity of this campaign, the authors the logo based on the reference observation and brainstorming. Based on the campaign name, the logo is designed based on the keywords safe, travel, and friendly. The picture mark of this logo is the combination of pinpoint form, which is shown a lot on maps, and the lifebuoy ring. The lifebuoy ring is the analogy of the travel insurance as a 'rescuer' of the traveller from various travel risks and danger.



Figure 3 Campaign Logo

- Illustration Style

According to Male, the stylized realism style is good for young target audiences such as for this campaign. This style is expected to easy to understand in a short span of time from the familiarity of its realistic adaptation, yet also still have the energetic and flexible character for the young audiences. The mood board is shown as the following picture below:



Figure 4 Mood board

4.2 Design Results

In this process, the authors designed the visuals based on the previous analysis results and various design strategies so that the message could be communicated well by visual.

1. Application Banner Design

The main media of this campaign are application and web banners. There are three alternatives of the visual concept for application and web banners. Those are about luggage damage, baggage loss in airport, and flight cancellation. These three are the common bad experiences that often happened to travellers.

The concept for the application banner is to show the fear or worries inside every traveller's head prior having a trip. The visual is also supported by copywriting that calm audiences down at the same time, so that they no longer have to worry about travel risks if they starting to use travel insurance.

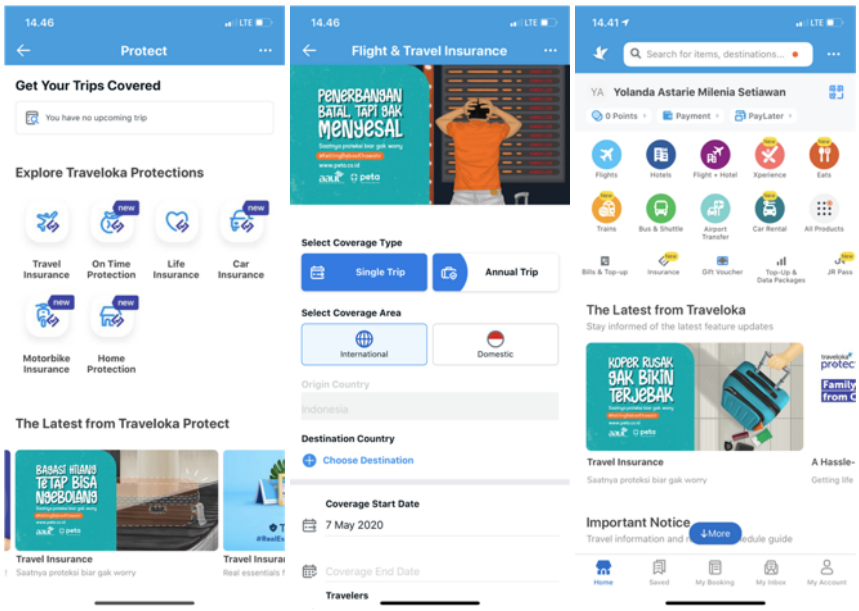

Figure 5 Application Banner

The fourth visual of the application banner is a pop-up application banner which will show up when the application user just log into the online booking application via smartphone, so this kind of media can draw more attention from the users. The visual in this pop-up ad is the flight cancellation design since most of the users open the application to look for flight information instead of the other information.



Figure 6 Pop-up Application Banner

2. Web Banner Design

The second media is web banner. This web banner will be implemented on online booking website and online travel news site such as Detik Travel. This kind of media is expected to share the message for more specific target audiences, which is traveller.

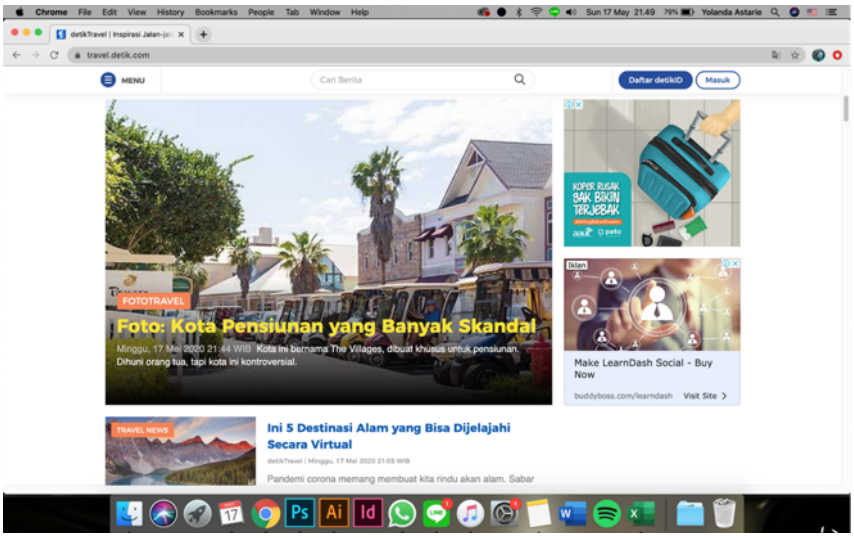

Figure 7 Web Banner

3. Billboard Design

The third media is a billboard that will be placed at the highway toward the Soekarno-Hatta International Airport or Jl. Tol Sedyatmo Km.31. The billboard is expected to draw attention from a large audience who drive past this billboard to airport. Therefore, the visual for this media is about the flight cancellation to adjust with the media's audiences.



Figure 8 Billboard Design

4. Airlines Magazine Design

Airlines magazine is chosen to communicate the travel protection message to the reader of the magazines that tend to travel more by airplane. The magazines for this media are Colours by Garuda Indonesia, Linkers by Citilink, and Travel360 by AirAsia Indonesia.



Figure 9 Airlines Magazine Design

5. Digital Signage Design

Digital signage is a media to be place in airport and station area where a lot of people come and go to some destination. The message from this media is specified to the luggage loss design.



Figure 10 Digital Signage Design

6. Ambient Media Design

- Escalator Design

The first ambient media will visualize the moment when some travellers missed their connecting flight due to the delay from their previous flight so that they can't board to the connecting flight. The concept of this ambient media is visualizing the travellers who are trying to catch the airplane which just took off some moment ago. For implementing this concept, the authors chose the glass on the escalator in airport and airport train station.



Figure 11 Escalator Design

- Airport Trolley

This ambient media wants to visualize about luggage loss in airport, the overall concept is similar to the previous application and web banner. Meanwhile, the visual will be implemented on airport trolley which used for carrying traveller's luggage, mostly suitcases. The visual placed behind the trolley so that it can be seen properly and clearly by the other airport visitors.



Figure 12 Airport Trolley Design

- In-flight Entertainment Ads

The third ambient media is the in-flight entertainment ads. The whole passengers of an airplane which has an in-flight entertainment in LCD TV can see the clip of this campaign visual in it. This media is focused on domestic flight to reach more domestic audiences.



Figure 13 In-flight Entertainment Ads Design

- Ceiling Panel

The last ambient media is the ceiling panel ads on the top part of apron bus passenger seats, MRT, and airport train. This media could be seen easily by passengers inside those public transportation.

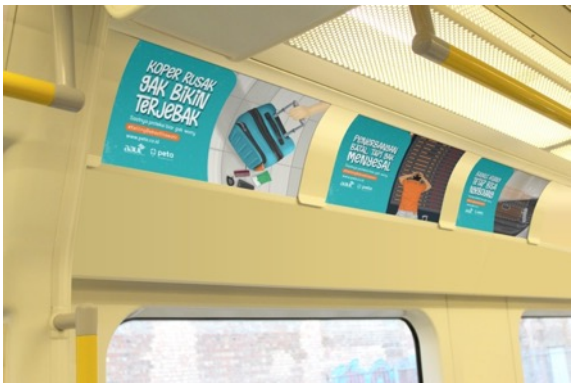

Figure 14 Ceiling Panel Ads Design

7. Website Design

Moving on to the Search phase, a website is designed as the source of the campaign information. The audiences will get the website URL from the media of the previous Attention and Interest phase and then could start looking for further information regarding this campaign on the website. In this website, there are information such as what is a travel insurance, what is PETA, travel risks possibilities, travel insurance benefits, cost of insurance premium, where to buy the travel insurance, where to buy the merchandise of the campaign, and also the contact of the campaign organizer.



Figure 15 Website Design

8. Instagram Post Design

Aside from website, the Search phase also implemented on Instagram post, this media is considered by the high usage of Instagram by the audiences of this campaign. The visual designs of the Instagram post are quite similar with the previous website contents.

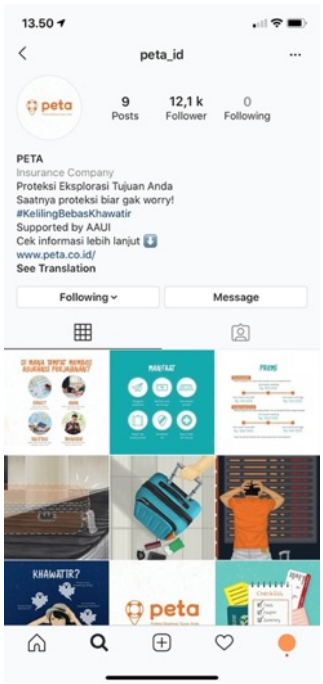

Figure 16 Instagram Post Design

9. Merchandise Design

- Luggage Tag

Travellers use luggage tag on their bag, suitcases, and other belongings. Luggage tag functions as identification of one's luggage. By placing the campaign message on luggage tag could help spreading the message to anyone who see the luggage tag everywhere.



Figure 17 Luggage Tag Design

- Travel Journal

Traveller's experiences can be written on a travel journal as one way to capture the memories. Moreover, the travel journal also could be used for writing down daily needs. Placing the campaign message on the journal design is also one way to share the message to public.



Figure 18 Travel Journal Design

- Passport Cover

Passport is one of the essential needs of anyone who is traveling abroad. A passport cover is very useful to cover the passport from any damage or dirt since it need to be taken care very well. Just like the other merchandise, passport cover is also designed with campaign message on it to be shared on public places. The text on passport cover will be printed with deboss technique on synthetic leather.



Figure 19 Passport Cover Design

10. Instagram Story Design

The Instagram story ads is the media for Attention and Interest phase, meanwhile Instagram story bingo template is the media for Share phase. The design content and message of Instagram story is similar with the previous main media.

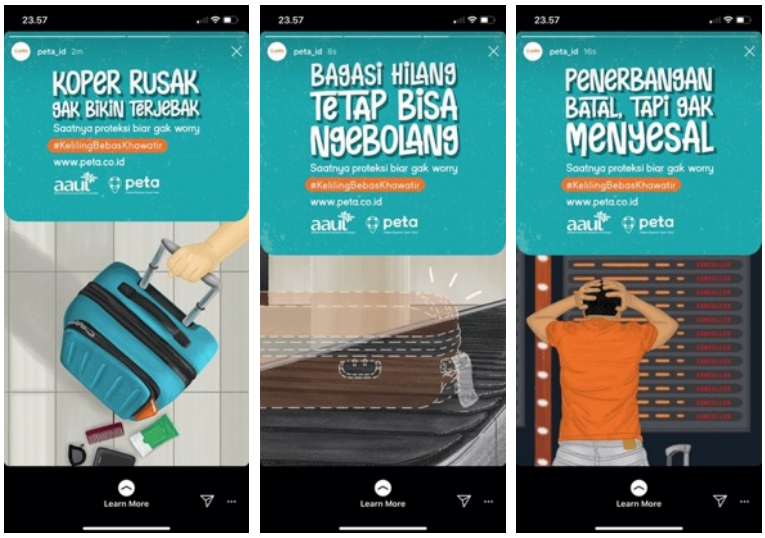

Figure 20 Instagram Stories Design

The next Instagram story design is the bingo template that can be filled by Instagram users and shared on Instagram story. The contents of this bingo template are bad experiences that ever happened to travellers on their previous trips. By filling and remembering those bad experiences, the authors hope that the audiences could learn from the past and started to protect their future trips. This Instagram template also made as an entertainment for the users.

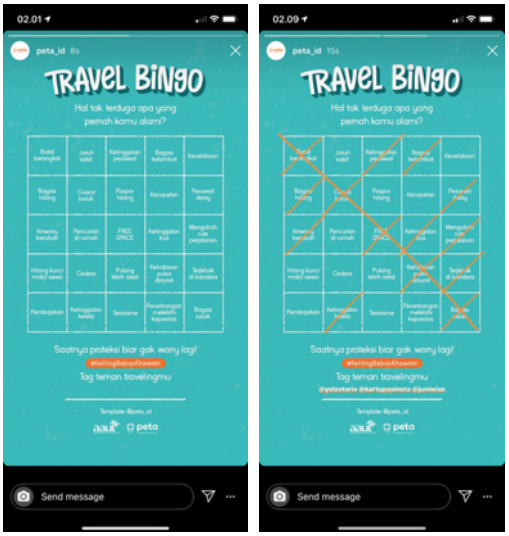

Figure 21 Instagram Stories Bingo Template Design

5. Conclusion

The authors designed this social campaign to change the mindset and behaviour of the audiences to start make a move and aware of the importance of protection. One of the difficulties during this research is deciding the best way to persuade travellers on using travel insurance since based on the questionnaire most respondents don't have the right mindset yet. Therefore, the authors found the solution by studying from literature and carefully learning from audience's behaviors. The implementation of visual which shows travel risks possibilities is expected to build public awareness to always use travel insurance. This protection is not just beneficial for one's self but can also be beneficial for those around them who are affected by the travel risks, such as financial loss or other threats. The application and web banner as the main media are expected to be the main reminder for audiences to always prioritize and use travel insurance while checking on those media while planning for future trip.

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About the Authors:

Yolanda Astarie Milenia Setiawan is a final year undergraduate student of Visual Brand Design in the Department of Visual Communication Design at Universitas Multimedia Nusantara, Indonesia.

Darfi Rizkavirwan, S.Sn., M.Ds. is a lecturer in the Department of Visual Communication Design at Universitas Multimedia Nusantara, Indonesia.