

EXISTENCE OF ADVERTISING THROUGH CONVENTIONAL MEDIA FOR MILLENIALS

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ABSTRACT

Technological developments create new media in advertising, the new existence of new digital markets. As such, media consumption habits are changing ever faster worldwide. Digital advertising has increased significantly where digital technology has become the center of millennial attention. This raises many questions about whether conventional media can still be a relevant media in advertising against the millennium. The purpose of this study is to find out the Existence of advertising through conventional media for millenials. The methods are forum group discussion, literature studies, and analysis case studies of ad campaign by Go-Jek, an Indonesian technology company that serves transportation. The results of this study show that although digital technology already be centered of millenials attention it doesn't make conventional media go out. Conventional media has many advantages that do not exist in digital media, and vice versa. The influence of new media has changed the strategy in advertising for the millennial generation then advertiser better to pay attention for data, media, creative communication, and synergy of conventional media and new media.

Keyword: effectivity, advertising, conventional media, millenials

BACKGROUND

Millenials, usually grouped for those who born in 1981-2000 or currently 15 to 34 years old. Based on data from Bappenas the number of millennials in Indonesia reached 32%, which is around 84.75 million out of 258 million population. Marketers tends to choose millenials as their target due to their strong purchasing power, where most purchases come from millennials and significant purchasing effects on older generations originate from this generation.

Technology has been growing rapidly, thus it generates major changes in almost every aspect of social interaction. Millennials is the generation who are closest to technology compared to the previous generation. They are very familiar with technology and internet which is almost always used in their daily activities whether it is for entertainment, accessing information or others. They currently grows as social group that have been affected by changes in their live, the results of world events, social and economic changes, and the integration of technology in everyday life. This creates so many different perspective and various research regarding who is the millennial generation and their purchasing behavior which related to the way information was delivered so the message can effectively be conveyed to the target.

Technology development creates new oppurtunities in marketing and advertising. Digital technology has become an important tool for modern advertising which has been the center of millenials attention, since 93% of millenials are internet users. Their characters are different to the previous generation, in this much information they only see what they want to see. The presence of digital media in advertising to millennials clearly provides many benefits, for example wide range, engagement or real audience action that measurable. This makes many brand owners feels doubt with conventional media as an advertising media. Conventional media like TV, radio, and others print ad had increase effectivity percentage. One of them, from studies in Next-Generation Strategis for Advertising to Millenial journal consistently show that TV advertising has decreased popularity in the millennial era, generation X is in 5.3 while the millennial generation is 4.6.

Before the existence of digital media, conventional media greatly helped advertisers at that time present their products to a heterogeneous audience. Since the beginning conventional media has played a total role in global governance because it helps collect, compile, frame, and spread news and information content to heterogeneous masses. This media can reach many consumers in a short period of time. However, traditional media restricts access to information while digital media is easily access anytime and anywhere. Seeing millennial is not very responsive towards advertisement in conventional media compared to previous generations. This study is to find out the existence of advertising through conventional media to millenials in digital era.

In an advertising activity media is needed as a tool to deliver the advertisement to the public. Advertising media is the vehicle through which advertising messages are delivered to their intended audiences. Kotler (2001) Media is not a passive tool for delivering news, but often tmedia can affect the effectiveness of the news (Swastha and Irawan, 1997). Conventional media is media that has been used before the internet,

Types of conventional media

a. Print Media

Circulation and readership figures of newspapers are generally available and therefore enable the advertiser to deliver a detailed advertising message on a specific day, at short notice, to an audience whose size and composition are usually familiar (Davis and Zerdin 1996).

According to Davis and Zerdin (1996), magazines, as is the case with newspapers, provide advertisers with an opportunity to deliver a detailed advertising message to a reader who is usually relaxed and open to persuasion. With magazines it is also possible to target specific segments of the audience, since magazine readership is usually available in more clearly defined groups than that of, for instance, newspapers (Davis & Zerdin, 1996).

Davis and Zerdin (1996) point out that the print media in general have become fast-moving and dynamic, contrary to their previous 'static nature'. With the emergence of electronic media, markets have become more segmented and the print media therefore had to adapt by, for instance, utilising the advancements in printing technology. Because print media have become more dynamic, publishers compete for the same markets, adapt existing publications and launch new titles.

b. Television

According to Krugman et al (1994), television is the ideal medium for some advertisers as it provides them with an opportunity to create dramatic and effective advertising messages by using both sight and sound, along with a diverse range of graphics technology. The success of many television commercials can be ascribed to repetition, which in the process familiarise viewers with the product.

c. Radio

Radio allows the advertiser to target distinctive groups as people listen to the radio while engaged in various activities. As a result, listeners tend to be inattentive to the radio, perceive it as pleasant background and do not really listen to it carefully, which significantly reduces the impact of the advertising message. The composition of the radio audience varies between different periods of the day, and selective timing can deliver the advertising message to various target groups, for instance, business executives (while driving to work), housewives, teenagers and the elderly (Davis & Zerdin 1996). Krugman et al (1994) argue that this variation in audiences leads to fragmentation and therefore can restrict targeting.

d. Cinema

Cinema advertising presents the advertiser with many creative advantages such as colour, stereo sound, movement, animation, computer graphics, music and the human voice. Davis and Zerdin (1996) compare the advertising message in a cinema theatre to that of television. In cinema the advertising message is delivered to a 'captive' audience who face the screen in a dark auditorium. Advertising theorists therefore argue that the advertising message might have more impact through this medium, but it is also argued that target groups cannot be successfully reached. Since only a very small number of consumers visit cinemas, not every member of a specific target audience is exposed to the advertising message (Davis & Zerdin 1996).

e. Outdoor Media

Advertisers have a variety of outdoor media at their disposal, including banners, hot-air balloons, fireworks, mobile posters, supermarket trolleys, hospital waiting areas, livestock sales rings, sports grounds and arenas, exhibition halls, ports and airports, restaurants, motorway service stations and on golf courses (Davis & Zerdin 1996).

Outdoor advertising is usually divided into 'roadside' and 'transport' advertising. 'Roadside' advertising is familiar to consumers, as they are visible along most of the major national routes and in cities and towns. But because the poster is usually read at a glance it is only suited for a brief message. Krugman et al (1994).

This media has been used and has been developed by consumers and companies for decades. They are the root of advertising and the most common form used by businesses every day. This media is centralized and communicates in one direction to a mass audience, consumers are not given the opportunity to voice their opinions and interact directly. The most significant characteristic of traditional media is its ability to provide specific information to target markets in specific geographic areas. Bhargava & Donthu (1999) confirmed that traditional media increase consumers' awareness very rapidly.

Since the development of technology, the internet has become an effective marketing tool and has had a major impact on marketing. The internet plays an important role in our lives. "The internet has helped the companies to be able to target their potential customers more personally, and knowing more about them has helped in knowing how to approach different customers to get to their needs" (Kotler, 2003). "Ignoring online marketing is like opening a business but not telling anyone." Robert Rose – Chief Strategy Officer, Content Marketing Institute. There are some advantages of social media advertising. For instance, social media permit customers to express and circulate their opinions easily and faster by

producing unrestricted flow and information exchange channel (Forouhandeh et al., 2011). Freberga, Graham, McGaughey, & Freberg (2011) say that increasing acceptance of social media influence consumers attitudes and are recognized to promote a brand or organization. Zheng and Yeqing (2002) observed that social media users have control on the amount of information that can be derived from the site while consumers have no control on traditional media. Social media advertising is cheaper than other media and marketers can achieve an exposure to a targeted audience by a mere click (Yoon and Klim, 2001). Social media advertising create platforms for consumers to review product, opinions and comment from other consumers and as well as to gain access to corporate marketing materials (Smith, 2010). The use of the internet has created a new way of advertising; faster, more affordable and measurable. As new systems develop, space and the idea of online advertising are increasing.

NEW MEDIA'S INFLUENCE TOWARDS CONVENTIONAL MEDIA

Ogilvy (1963) "An advertisement is like a radar sweep, constantly hunting new prospects as they come into the market. Get a good radar, and keep it sweeping." Marketing is something dynamic, must be renew and always innovate in their campaigns to be relevant in the eyes of consumers today because millennium that was born in the digital era from 1980 to 2000 is a different generation that requires a new approach. After the development of technology, new media comes. Internet, media that is able to get news quickly and unlimited coverage at a price that is much cheaper than conventional media. Even so, conventional media is not necessarily abandoned, it is still a medium that effectively produces brand awareness, more functional if advertisers want to make a big impact quickly because they present a concentrated form of advertising media. All media have advantages and disadvantages, to maximize it, new media and conventional media are synergized.

MILLENIAL GENERATION

"Millennials consume media differently than their older counterparts, exercising greater control over when and where they watch, listen and read content—and on which device," said Randall Beard, president, Nielsen Expanded Verticals. "But even if they rely less heavily on traditional channels, their trust and willingness to act on these formats remains high. While an integrated, multi-channel approach is best across all generations, it carries even more importance when reaching Millennials." The most felt change is that the millennials access the media on a multi- platform basis. Everyday applications of technology are considered to be commonplace and part of their environment and lifestyle, and only

new features or gadgets would be considered to be a ‘technology’ by this group. Prensky (2001). The internet has become a basic requirement for the Millennial Generation. Based on research from Alvara Research Center on survey of Internet use in Indonesia in 2015, it shows that Millennial Generation internet consumption is much higher than genXer, especially in younger millennial generation (15-24 years). The position of addicted users on millennial is more high than generation X.

METHODS

This analysis was done by conducting Forum Group Discussion with five students, interview with GO-JEK creative team, and analysis of literature studies. Case study was used as qualitative approach that entails the detailed and intensive analysis of the phenomena.

DISCUSSION

GO-JEK is a company that uses a variety of media to advertise itself, for example print ad, out of home media, TV, radio, to digital media. To answer whether conventional media is still an effective medium for advertising to the millennial generation in technology era and what strategies can be done for it, for this reason we do a case study analysis of advertisements carried out by GO-JEK, the application of a transportation service provider. This analysis was done by conducting Forum Group Discussion with five students, interview with GO-JEK creative team, and analysis of literature studies. In this study the conventional media discussion was limited to outdoor media, cinema ad, TV and radio.

a. Outdoor Media

Picture 2.1 Gojek billboards that went viral: Billboard at Kuningan Street, Billboard Anak Bangsa Bisa, Billboard Program

Go-Jek uses a lot of outdoor media as a medium to advertise like banner and billboard, Although the coverage is only in certain places, this media is still considered effective, seeing many activities carried out outdoors especially for the millennial generation which has many mobilization. Fills (2005) says billboards is one of the simplest and most adaptable forms of tradition media of advertisement which have the ability to easily catch public’s eyes and convey the information easily. Some of the outdoor media launched by Go-Jek made lots of conversations. Digital media also plays a role in helping spread it, where now some have been viral in the internet so not only those in the region can see but also all can know the same message. Billboard who placed in the Kuningan area, South Jakarta became viral in various social media. Go-Jek takes advantage of traffic jam, two

Jakarta became viral in various social media. Go-Jek takes advantage of traffic jam, two long paragraphs on a plain white background with a copy of relevant storytelling in the community becomes a strategy where the audience unconsciously can read it to the end. This breaks many statements that a billboard must have a short copy. Then during the Asian Games event, Go-Jek launched a large flower board in the area as a form of support and pride that the nation's children could also work. Go-Jek's creativity departs from the usual things in the community and brings it in an unusual way, which is flower boards are very familiar in the lives of Indonesian people, especially when they want to express congratulations. The message is conveyed clearly through this. Between the high tension of the presidential campaign on April 17, various campaign banners were displayed on the streets. Go-Jek took the atmosphere by not wasting the opportunity to deliver the promotion program, and made a fictional politician, Aji Mumpung, who has a vision to help the community with the promo program. Go-Jek was very responsive to the situation, they placed billboards as if they were campaigning. This attracted attention in the middle of heated of political issues that occurred, Go-Jek brought political themes pleasantly to the audience.

b. Cinema

Cinema is an entertainment place frequently visited by millennials Benefits when advertise in theaters, advertisers can adjust it to the target market and reach a large number of audiences in a small span of time. In this place the audience is very conditioned to focus on the screen, the minimum distraction makes the message delivered can be received properly. For example Gojek Ad: Dilema Menjelang Buka, unique advertising content makes the audience remember the advertisement and well supported by good cinema facilities.

Picture 2.2: Comments from the audience on Twitter about Gojek Cinema ad: Dilema Menjelang Buka

c. Radio

Radio allows listeners to use their imagination. Use words, sound effects and 'tone of voice' to allow listeners to imagine their own images. That's why, radio sometimes referred as a "theater of mind". The findings of Nielsen Radio Audience Measurement in the third quarter of this year showed that 57% of the total radio listeners came from Generation Z and Millennials or future consumers. Radio is still an entertainment for the millennial generation, especially when they are in the vehicle. Kotler & Keller (2009) explained that the major reason why radio should still be considered as important form of advertisement is the fact that most people still have radios in their homes and cars which make it easy to reach large number of people. Radio station has loyal listeners, so when there is an ads they

don't change stations. Examples of Go-Jek ads on #UdahWaktunya to use Go-Jek, this campaign would like to say that most depend on self-owned vehicles can get the risk of disorders ranging from hipersensi, rheumatir, vertibokek to traumacet. This message is packaged as if it were a song on the radio with different genres. This ad is considered effective because it makes the audience want to hear it again. The use of radio media looks appropriate because the target of this advertising is those who use private vehicles.

Picture 2.3: Comments from the audience about Go-Jek Radio Ads: Udah waktunya on Youtube

Picture 2.4: Comments from the audience about Gojek Radio ads:Udah waktunya on Twitter

d. Television

Television is the ideal medium for some advertisers because it gives them the opportunity to create dramatic and effective advertising messages using vision and sound, along with a variety of graphic technologies. Many success of television advertisements came from repetition, which is in the process of familiarizing viewers with products. In millennial Go-Jek ads they meet more often on Youtube, especially because they rarely watch television. Even though Go-Jek advertises more on Youtube, they don't stop advertising on TV, because TV is still a good medium for brand awareness.

Picture 2.5: Comments from the audience about Go-Jek TVC ads on Twitter

STRATEGIES IN ADVERTISING ON CONVENTIONAL MEDIA

Advertising effectiveness is not only from identifying good media to reach consumers, but also from how to deliver messages properly. The presence of technology creates new media which certainly has many advantages. Looking at Go-Jek, the existence of new media does not necessarily make them leave conventional media, but a good advertising strategy must continue to be search and develop so it is still relevant to the audience. "Best-in-class ads share several characteristics: they're relatable, follow an upbeat and simple storyline, use novel and striking imagery and make an emotional connection," said Randall Beard, president, Nielsen Expanded Verticals. Advertising strategies important to consider:

a. Data

Data is important to know insight, target audience behavior. By knowing the taste and habits, advertisers can get attention and talk according to the language of the target audience so that the target audience can understand the message well, more relatable and personal.

b. Media that fits your advertising needs, a strategic place

Choosing media must be adjust to the needs, moreover the cost of shopping for advertising is quite expensive, therefore it needs to be adjusted to the content to be given, when and where the target audience sees the ad. For example, from interviews conducted.

c. Effective message communication

Adjust the target audience and insightful communication, which GO-JEK uses local insight and must be persuasive. The characteristics of good advertising are informative, communicative, the use of language is easily understood by the public.

d. Synergy

To maximize advertising, new media and conventional media cannot stand alone, they must be synergized. Conventional media still an effective medium for millennials. This media has many advantages that do not exist in digital media and vice versa.

CONCLUSION

Technological developments create new things in advertising. Digital advertising has increased significantly. Although digital technology has become the center of millennial attention, it does not make conventional media extinct. Conventional media still exist in millenium era. Conventional media has many advantages that do not exist in digital media, vice versa. Moreover, what makes conventional media effective and relevant is the creative strategy that should be consider are data, media that fits advertising needs, effective message communication and synergization of conventional media with new media, which greatly influences the audience's engagement with the product.

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