

**ANALYSIS OF TOKOPEDIA'S ADVERTISING CREATIVITY "WAKTU
INDONESIA BELANJA"**

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Abstract

Companies must have innovative ways of communicating messages to compete with other companies because of the many new companies that have sprung up. One of them is by using television media. However, with the increasing number of companies placing advertisements, the number of TV stations in Indonesia is now around 1027 television stations. The public's tendency to switch channels has made advertising conditions worse so that creative advertising is needed. Using a qualitative descriptive method focuses on describing, analyzing, and interpreting Tokopedia advertisements from television media. The data collection techniques used were observation, literature study, and documentation. The results showed that the Tokopedia WIB "Waktu Indonesia Belanja" advertisement was always on television. The advert is inspiring and easy to remember. This advertising has creativity as seen from the indicators of connectedness, suitability, and novelty.

Keywords: *Television, Advertising, Advertising Creativity, and Tokopedia*

INTRODUCTION

The term marketplace is currently no stranger to the society, it can be seen from a large number of new products and services emerging. Competition between companies is increasingly cluttered in marketing their products and services so that companies are required to have innovative ways to be able to compete with companies. One of the ways that companies can do to convey product information is through marketing communications. Marketing communication needs to be designed in the communication process so that communication runs effectively. The objectives of marketing communication are to disseminate information (informative communication), influence the public to make purchases or attract consumers (persuasive communication) and remind people to repurchase (recall communication) television medium.

TV advertising is an effective and efficient medium in reaching a wide audience. It can be seen from the many advertisements that have appeared on television. According to the 2019 Nielsen Audience Measurement research, Indonesian people's consumption in advertising information media shows that television is the main medium compared to other media such as the internet, radio, newspapers (Nielsen, 2019). Besides,

advertisements on television are also a complete promotional tool because television has advantages that other media do not have, apart from being able to cover a large audience, there are elements such as moving video, sound, atmosphere, and dialogue that can communicate the message conveyed becomes easier to understand. Also in recent years, the marketplace has seen a significant increase in advertising spending on television. This is evidenced by data from Adstensity, a business unit of PT SIGI Kaca Pariwara, in 2016, the total advertising spending of marketplace companies reached Rp. 1.79 trillion, and in 2017 it reached Rp. 1.54 trillion. However, in 2018, marketplace company TV ad spending as of December 16, 2018, reached IDR 4.97 trillion and continues to increase in 2019 and 2020.

The increasing number of companies that advertise, the number of TV stations in Indonesia which now number around 1027 television stations, and the tendency of people to zapping (moving to other TV channels when the program being watched is interspersed with advertisements) has made the advertising condition cluttered. For this reason, it is necessary to pay attention to the creative side in advertising, as according to Belch, advertising creativity is the ability to generate fresh, unique, and

appropriate ideas that can be used as solutions to communication problems. To be appropriate and effective, a creative idea must be relevant to the target audience. Creative advertisements are ads that are considered original, original, non-imitating, shocking, unexpected, unexpected, meaningful, and can affect emotions. Creative ads make the audience pay attention to these ads in detail and detail.

So it is important for advertisements that are aired on television as creative as possible, advertising creativity is analyzed based on the elements of connectedness, suitability, and novelty.



Figure 1. Tokopedia WIB advertising (Source: Youtube, AnggaFer')

Several studies of the theoretical framework in this problem to support and complement this research include advertising, advertising creativity, and television media as the media used in broadcasting Tokopedia WIB

advertisement. Advertising is the process of sending messages in a non-personal form about certain products or services through the media or public channels paid for by the sponsor. Almost all types of products and services, regardless of market segment, use advertising as a means of communication (Suwatno, 2017).

According to Morissan the marketing manager of a company advertises at various levels (Morrisan, 2015). For example, advertising at the national or local/retail level with the target of the general consumer community, or advertising for the industry level or also known as business-to-business advertising or professional advertising and trade advertising aimed at corporate or professional industrial consumers. For more details, the types or types of advertisements can be described as follows: 1) National advertisements, advertisers are large companies with products that are spread nationally or in most areas of a country. Most of the national advertisements generally appear during prime time on televisions that have national broadcast networks as well as on various major national media as well as on other media. 2) Local Advertising, Local advertising aims to encourage consumers to shop at certain shops or use local services or visit a place on certain incentives. 3) Primary and Selective

Advertising, also called primary demand advertising, is designed to drive demand for a particular type of product or an entire industry. Advertisers will focus more on using primary advertising if, for example, the brand of the service product it produces has dominated the market and will benefit most if the demand for the type of product concerned generally increases.

Television is a well-known telecommunication medium that functions as a receiver for broadcasting moving images and sound, both monochrome (black and white) and color. The word television is a combination of the word “tele” which means far from Greek and “visio” or “vision” from Latin. So that television can be interpreted as a long-distance communication tool using visual media. The use of the word television itself also refers to the television program television box; or television transmission according to the opinion. Another thing that television has is the attractiveness of television itself, its features consist of a combination of audio (hearing) and visual (sight) elements. The ability to display live pictures and sound makes television the medium to reach the most viewers. Because of its ability to grab the attention of the public, television has become an important agenda in terms of disseminating information (Syahputra,

2019). In the television media, most of those who advertise are marketplaces that have recently sprung up.

The definition of a marketplace is an online trade transaction (e-commerce) in Indonesia that has a bright future. The article is that the transaction value has continued to increase over the last five years. The marketplace is one of the biggest players in Indonesia's e-commerce business. The activity of buying and selling online has indeed been on the rise in recent years. Maybe we are one of the many people who trade in this virtual world (Firmansyah, 2020).

It can be concluded that a marketplace is a form of e-commerce development that is medium or intermediary for bringing together sellers and buyers. The marketplace is a place to bring together a large number of sellers so that it provides an opportunity for buyers to find various products or services offered by each seller. The marketplace can also be said to be a service provider that brings together various sellers against buyers and does not prioritize selling their products. Some examples of marketplaces in Indonesia include Shopee, Tokopedia, Lazada, Bukalapak, Sociolla, and many more.

One of the marketplaces that aggressively advertise on television is Tokopedia,

Tokopedia is a marketplace site that allows individuals and business owners in Indonesia to open and manage online stores easily and free of charge while providing a safe and comfortable online buying and selling experience. Besides, as an online mall which is a gathering place for trusted online shops throughout Indonesia, users can compare prices from various shops in Tokopedia, making it easier for buyers to get the best prices for similar products. Not only prices, but buyers can also compare the location, quality of goods, and other things through Tokopedia. Tokopedia marketplace needs to create creative ads to attract the attention of the audience.

Meanwhile, creativity is one of the most commonly used words in the advertising industry (Morrisan, 2015). Advertising is often referred to as “creative” only. The views on what is meant by creative advertising are not the same. One view is that creative advertising is an advertisement that can increase product sales. Another view says that creative advertising is an advertisement that comes from an idea, is original, has artistic and aesthetic value, and can win awards. Another opinion states that creative advertising is an advertisement that can affect the audience.

Some things that need to be considered in advertising creativity according to Terence

that creative advertising includes several things (Shimp, 2018). *First*, the relationship of advertising is relevant to target consumers, contains information and reflects the emotional desires that consumers want when making a purchase or when trying a product so that it will influence purchasing decisions. *Secondly*, conformity, suitability means that the advertisement must provide information relating to brands in one brand category. Adequate advertising is also an integration or association of all message elements that are coherent and unambiguous to the target. *Third*, newness, the new ad is unique, fresh, and unexpected. However, creative advertising is not all about creating something unusual or strange, creative is an advertisement that must have a positive relationship with the target consumer (connectedness element) and provide information or reflect a brand positioning strategy (conformity element).

Terrence's concept, which consists of connectedness, suitability and novelty, is the novelty of this research compared to other research in the advertising field. Using this concept from Terence, it is hoped that the study will dig deeper into these three elements in the Tokopedia advertisement.

METHOD

This study uses a qualitative descriptive method that focuses on efforts to describe, analyze, and interpret Tokopedia advertisements from television media. Through this method also obtained a variety of actual information about creativity in advertising. Data collection techniques used are observation, literature study (books, journals, and websites), and documentation. The analytical method used in this research starts from the stage of selecting advertisements, describing, analyzing, interpreting, and evaluating, and conclusions.

DISCUSSION

The theory used in analyzing the Tokopedia WIB advertisement Indonesia Shopping Time from Terence states that advertising creativity consists of connectedness, suitability, and novelty (Shimp, 2018).

Connectedness

This advertisement has a connection with the Indonesian people, namely Tokopedia

opens this WIB promo on the 25th to the end of the month, where many of the Indonesian people who work will of course get their salary. In accordance with the company's obligation is to pay salaries according to the agreed date, as stipulated in PP. 78 of 2015 concerning Wages Article 18 paragraph (1): "Entrepreneurs are required to pay wages at the time agreed between the entrepreneur and the worker/laborer" (www.gadjian.com). For example, in the work agreement, it is stated that the first party (company) will pay work wages to the second party (workers) every 25th of every month, then the company is obliged to fulfill what has been agreed upon. In general, private companies in Indonesia pay workers' wages at the end of the month or the 23rd to the 27th. However, most companies themselves choose the 25th as the employee's payroll data.

This has prompted Tokopedia to promote its online shopping services through this WIB promo. Tokopedia is the WIB promo, gives big discounts, namely special cashback, cheap goods prices below 99 thousand, selected brand promos and there is free shipping (sis) for goods, with a complete selection of items ranging from fashion products, needs of mothers and children, food and beverages, household appliances, beauty, and much more.



Figure 2. Tokopedia WIB advertising
(Source: Tirto.id)

Suitability

In Tokopedia advertisements, messages are conveyed through music followed by lyrics that match the message to be conveyed and of course do not cause double or ambiguous meanings for viewers who hear and see them. Music has its important role in the success of an advertisement, in stimulus advertising has an important role in influencing consumers (bikinmusik.com). Music is also a rhythmic strains of songs, rising from the sound.

Human as well as from tools. Music can be jingles (sounds) or background music. Music assessment is the viewer's perception of the rhythm or song that is played when the advertisement is displayed in the advertising media Chants make up.

The words are easier to remember because of the rhythm. Background music, jingles,

songs and classical arrangements are used to make advertisements creative, convey sales messages, determine emotional distress and influence the inner voice of the listener. Music forms various communication functions including ways to attract attention, make consumers feel positive, make consumers more receptive to messages in advertisements and even communicate the meaning of the advertised product.

This aims to increase knowledge about product brands that will appear more often in the minds of consumers. Television is one of the media that has the advantage of influencing in audio and visual form. With a stimulus, consumers will be more easily attracted to an advertisement or even quickly and remember an advertisement. Between visual and audio collaborating to create a stimulus to promote the ad. Jingle or Theme Song is an audio stimulus commonly used in advertisements to support knowledge about a brand's product.

In the WIB version of the Tokopedia ad, the hamlet innovatively uses an Indonesian folk song, "Ampar-Ampar Pisang" plus a combination of music that is very popular today, making this advertisement better known by the wider community, especially among teenagers and children, as well as lyrics that match the audio. The lyrics are still following the message Tokopedia wants

to convey, namely that they are holding discounts for consumers from the 25th to the end of the month. So in addition to conveying information to the public, the WIB version of the Tokopedia ad also has its characteristics, namely a jingle that is easy to remember and unique.



Figure 3. Tokopedia WIB advertising (Source: Youtube, AnggaFer')

According to Erlina Fedora Wijaya, who uses the research method of comparing the results of research on the Role of Jingle Media Elements in Brand Awareness and Product Purchase Decisions. With the result after hearing the jingle of a product, consumers begin to make decisions about whether to buy a product or not. The elements of memorability, likability, adaptability in the jingle are significant to brand awareness, but the elements of likability and adaptability do not affect making consumers make purchasing

decisions. Meanwhile, the memorability element in the jingle has the most influence on the purchase decision of a product. The accuracy of the jingle makes consumers make purchasing decisions, which has an impact on the company's sales increase (Wijaya, 2015).

Novelty

Based on the AIDA theory, the effect that occurs on a person after receiving an advertisement will pass through 4 stages, namely attention, interest, desire, then action. If the previous three things do not materialize it will be difficult for advertising to expect that its products will be chosen by consumers. Therefore, to be able to generate awareness and interest in the public there must be something novelty in an advertisement.



Figure 4. Tokopedia WIB advertising (Source: Youtube, AnggaFer')

Starting from the introduction of the name of this Tokopedia advertisement, WIB, which we usually know that WIB is Western Indonesian Time, but Tokopedia creates an interesting new term that is already known by the Indonesian people itself, namely Waktu Indonesia Belanja. This is certainly a unique characteristic for Tokopedia to market its products. Creative advertising that has novelty, is an inspirational advertisement so it can become memorable and will eventually become a public discussion.

Judging from the appearance of this Tokopedia advertisement, it has its uniqueness, namely using a doll as a star in their advertisement which has never been done in other advertisements before. Ads that are only 15 seconds long are packaged in a very unique way. It begins with a doll scene that demonstrates every doll being conditioned as a customer from Tokopedia after buying various discounted products from Tokopedia. Starting from soap for babies, shampoo, and others with a repeated style or commonly called a boomerang so that the doll is seen dancing. Combined with music containing messages from Tokopedia for the audience, the advertisement has its entertaining appeal, especially with interesting comments on one of the social media, namely YouTube, regarding this ad.

"The only YouTube ad that I don't skip wkwk", Muhammad Azhar Wahidurrachman - 11 - POLBAN

"The song makes the mood go up xixixi", Yusuf Firdaus

"My son, if this advertisement is on the TV, he will dance hahahhaaa" Vera Vebrianti

"My sister likes to see this ad," Aulya Jelita

So if the advertisement is unique, creative and attractive, people will certainly spontaneously hear and see the advertisement that you want to convey, and vice versa, if the ad is boring, it is less attractive, the public will not pay attention, even maybe they don't know the brand or brand. This is under the results of research conducted by Fellyta Oktaviana. S and Hartono Subagio, with population and sample methods, and variable operational definitions. Endoser Credibility (X1), Advertising Creativity (X2), Advertising Effectiveness (Y1), Attitude Toward Brands (Y2). That advertising creativity on brand attitude has a significant relationship, this can be seen from the creative advertising design that will be able to foster positive attitudes from consumers. To show that consumer attitudes towards brands are directly influenced by the creativity of advertising messages received by consumers, also indirectly influenced by

advertising through brand recognition, where through this brand recognition, consumers are familiar with brand criteria and help consumers to build attitudes towards brands (S & Subagio, 2015).

CONCLUSION

Based on the things that have been described in the previous chapter, and to answer the purpose of writing this journal, it can be concluded that the Tokopedia advertisement version of the WIB this time is one of a creative advertising, according to Terence creative advertising includes, connectedness, suitability, and novelty (Shimp, 2018). The WIB version of the Tokopedia advertisement this time includes all three, the first is a connection where this Tokopedia ad is holding a promotion when the payday date for Indonesian citizens is the 25th until the end of the month. The second is the suitability of the message that is conveyed by Tokopedia to the public regarding their advertisement, which is packaged in an interesting and unique way, namely using music and lyrics that are still related to the promotion they are currently doing. The third is the novelty of the WIB version of the Tokopedia advertisement, which is using dolls as their promotional

advertising media where there are no advertisements using dolls as an important point in their advertisements. The WIB version of Tokopedia advert has also received quite a lot of positive responses from the public regarding the creativity of delivery and display of interesting advertisements.

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