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Emotional Attraction on Grabmart Ads “Kasih Selalu Sampai Karena Kasih Sayang Gak Pake Ditunda”

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ABSTRACT

Advertising is one of the important initiatives in introducing, providing information, selling and building a brand of a product and service. Good advertising can benefit the advertiser/entrepreneur. In the digital age nowadays there are a variety of advertising media that can be found.

The method used is qualitative descriptive. This method aims to describe the data obtained by observing the phenomena directly. The object of the research is a grabmart advertisement of an ir retrievable love edition that can be accessed on youtube. This research focuses on messages contained in pieces or ad scenes using an emotional approach. In those ads the scenes are shown not far from the family's day-to-day life. Love for your children, for yourself, and also for your loved ones, the excitement of friends can't be delayed either.

Marketers or communicators can use emotional appeals in creating creative designs on their ads, especially to show how the characters in those ads get the emotional result or benefit from the brand of goods or services they offer.

Keywords: *emotional attractiveness, advertising, visual audio advertisement, affection*

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1. HEADING

Advertising is one of the important initiatives in introducing, providing information, selling and building a brand of a product and service. Good advertising can benefit the advertiser/entrepreneur. In the digital age nowadays there are a variety of advertising media that can be found. The biggest and most frequently found advertising media everyday is television and from smartphones. These two ad media can display video ads (gambar dan suara). Video ads can be easily digested by the audience because there is visual and sound. Commercial ads in the form of videos often appear on television or on videos viewed on youtube.

With the rise of the internet, digital advertising has become immensely popular. This includes various formats such as banner ads, pop-up ads, video ads, social media ads, and more. Search engine advertising is also significant component of digital advertising. Digital

advertising is an expression used to refer to advertising that involves computational networks [1].

Successful advertising campaigns consider the target audience, the message to be conveyed, the chosen advertising channel, and the desired outcome. In recent years, personalized and data driven advertising have gained prominence, allowing advertisers to tailor their message to specific demographics and track the effectiveness of their campaigns more accurately.

An analysis of 880 IPA Effectiveness Awards cases suggests that the following strategies increase advertising effectiveness in terms of sales and profit performance influencing consumers on an emotional, rather than rational level [2].

The competition between so many products that are advertised through short videos makes the people/companies that advertise their products so that they can attract the attention of the audience. To attract

the audience's attention requires an approach to the audience.

To make advertisements more typical and possibly more persuasive, advertisers often use dramatic emotional advertising messages designed to shock emotions [3].

Advertising purposes include providing information, persuading, and reminding [4]. Advertising with the aim of persuading is necessary for products that have competitors, so that the preference of the user falls on a particular brand. Advertising that reminds of products that have dominated market share and earned maximum profits.

Nowadays ads are easy to find on youtube, one can access ads of a brand from year to year or on certain special editions even with the same brand but shown outside the country. Many brands still trust advertising on television, but not a few show it on YouTube with a shorter duration.

Almost the same as advertising on television that presents visual audio content, the advantage of advertising in online media among others [5] can present something real to the audience, high audience reception, repeatedly broadcast, ads on youtube today also correspond to the segmentation of the target audience of a certain price. The use of advertising attractiveness with the emotional element further described by Clow & Baack (2001) [6] is based on three thoughts. First that consumers have a tendency to ignore almost all the ads. That means it's not easy to get consumers attracted to ads because of the number of ads they see or because of other more attractive display options. Emotion based appeals and positively framed messages are more effective in older markets than in new markets [7].

Second, the use of rational attractiveness tends to be less noticeable unless the consumer is in need or searching for information about the product they need and the consumers are watching at the time the advertisement is displayed. Third and most importantly, advertising with emotional attractiveness can attract audience attention and build close relationships between consumers and brands.

As for the elements of emotional attractiveness, for example, trust, reliability, friendship, empathy, sympathy, sadness, happiness, security, luxury, anger, tranquility, protection of loved ones, romance, desire and relationships between family members.

Various facilities in the field of services are also found in smartphones. Grab as one of the transportation service providers, has a competitor namely gojek. Features are the same, not only on transportation, but also food, and delivery of goods. Grab and gojek have a grabmart feature, on a gojek called gomart that allows

consumers to choose the goods at the store and deliver with the driver.

Making advertising is the professional job of advertising practitioners. Advertising communication has a clear purpose [8]: 1. Attracting public attention to the advertisement itself, 2. arousing public interest in knowing the contents of the advertisements, 3. stimulating the public's interest in the advertised products, 4. Creating confidence in the excellence of the products, 5. Encouraging the birth of actions to use the products.

2. METHOD

The method used is qualitative descriptive. This method aims to describe the data obtained by observing directly the existing phenomena. The object of the research is a grabmart advertisement of an irretrievable love edition that can be accessed on youtube. The research focuses on messages contained in a piece or scene of an advertisement using an emotional approach. Data collection techniques by grouping or subtracting scenes that match the emotional approximation. Data analysis techniques by identifying language-based approaches in the advertisement.

3. RESULT AND DISCUSSION

Commercial advertising analysis with an emotional approach covers important messages contained in the advertisement, synopsis, prominent scenes on the ad, audience responses or audience best comments on the video, and advertising performance of some site and news references.

The grabmart advertisement, the message contained is With Grabmart, love is always up because of love does not delayed. In those ads the scenes are shown not far from the family's day-to-day life. Love for your children, for yourself, and also for your loved ones, the excitement of friends can't be delayed either.

Advertising presents a situation where the people closest to you need immediate help and attention. For example, a child's diaper is exhausted, will have breakfast but arrives there is a meeting call, breakfast can not be postponed. Grab gave him a message of love, no matter what his condition, for example, when he was calling for a sports match, or when his wife was cooking toys but his child asked for milk. Because pleasing yourself or anyone else, he'll come soon. Because for love can be ordered immediately, that is, through grabmart that is ready at any time.

From this piece of scene gives a picture of the love itself that happens between father and mother and children, a couple of wives, playmates. The red thread of this ad is that with grabmart all love must come.

The sad and emotional part is how busy a person is, when the closest one needs it then immediately shift. Grabmart takes advantage of this opportunity by taking the gap that whatever it takes, grab is ready to help and succeed in what it needs at the moment. The promotion part of the service is when drivers can help provide on time.

Affection refers to a fond tender feeling of attachment, warmth, or love towards someone or something. It's a positive emotion that involves showing care, kindness, and intimacy. Affection can be expressed in various ways, both verbally and non-verbally, and it plays a crucial role in building and maintaining relationships, whether they are romantic, familial, or friendly. Affection plays a vital role in human relationships, helping to foster connection, trust, and a sense of belonging. It's important to understand and respect individuals' comfort levels with expressing and receiving affection, as different people have varying preferences and boundaries.

The basic attraction that is often used in the creative world of advertising consists of [9]: 1. Rational appeal, which serves to communicate directly information about the product/service. 2. Emotional appeal, which seeks to influence the feelings / emotions of the audience. 3. Combined attraction is a combination of the attraction ratio and emotional Understand the use of the above advertising attraction, the tendency to use the emotional appeals is often done by advertisers in an effort to form the image, values of the products offered.

Marketing strategies with emotional attraction often try to trigger certain feelings, such as happiness, nostalgia, sympathy, or feelings of emotional attachment. This can be achieved through moving stories, visually strong images, engaging music, or associating products with positive values or meaningful moments in consumer lives.

Another category of advertising appeal is emotional appeal, where it relates to a social and/or psychological need to buy a good or service. There are also many consumers who decide to buy or use goods or services based on their feelings compared to their knowledge of the features or attributes of the good or service. Belch & Belch (2009)[10] states that many kinds of feelings or needs can be the basis of advertising appeals designed to influence consumers at their emotional levels.

Such appeals are safety, security, fear, love, affection, happiness, joy, nostalgia, sentiment, arousal, excitement, sadness, pride, achievement/performance, self-esteem, realisation, pleasure, ambition, comfort; where these kinds of feelings are based on a psychological state or feeling about yourself. There are other kinds of feelings that are based on social or social feelings, such as recognition, status, respect,

involvement, embarrassment, affiliation/ownership, rejection, acceptance, and approval.

The marketers or communicators can use emotional appeals in creating creative designs on their ads, especially to show how the characters in such ads get the results or benefits emotionally from the brand of goods or services they offer. A study suggests that a state of mood or positive feelings displayed in an advertisement can have a pleasant effect on consumer evaluation of a brand. (Belch & Belch, 2009: 285). Other research also proves that advertisements that contain emotional messages are more memorable than those that do not contain any emotional elements [10].

Grab managed to play the meaning of affection on a near-day event and this is part of the representation.

Figure 1. Grabmart Advertise



Figure 2. Grabmart Advertise



Representation refers to the way an idea, concept, object, or group is represented or described in the form of symbols, images, words, or certain signs. It is the process of communicating or presenting something in a way that can be understood by others.

Love can be seen from a variety of perspectives and realized in various ways, in his book Prayitno (2009) [11] stated that the concept of love can be realized by showing four categories, among others: (1) positive feelings, (2) fulfillment of needs, (3) endeavour to be happy, (4) self-control.

On this grabmart advertisement, the representation that I want to show is the importance of unstoppable affection. Grab gives the look that his presence can meet

people's needs at all times. His presence is shown to be ready at any time when needed. Because things that are important and immediate can't be postponed. Grab managed to touch the audience with a charity edition ad.

4. CONCLUSION

The position of advertising as a persuasive communication medium is designed in such a way as to suit the character of the media, the segmentation of its target audience and the needs of its publisher according to its purposes. A representation of affection is how feelings, actions, and expressions of love, attention, and feelings of care are realized in various forms. Affection is a strong and positive emotional feeling that is usually felt towards another person, a pet, or even a particular idea or activity. A representation of affection includes a variety of ways of expressing and expressing love, both verbal and non-verbal. Examples of representations of love include words and speeches, physical touch, attention, joint activity, giving gifts, helping and support, honesty and transparency, fellowship and commitment, emotional warmth, empathy, special attention, celebrating joint moments.

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