

**THE RELATIONSHIP OF LAYOUT DESIGN AND ADVERTISING
MODEL ATTRACTIVENESS**
(Content Analysis on Cosmetics Advertising Layout in the Kartini Magazine edition for
August-December 2012)

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Abstract

Print media advertising is a form of *advertising* that uses physically *printed media* such as Kartini Magazine has a function to convey the message and offer products or services from producers to consumers with targeted segmentation particularly female readers. In an advertisement has elements that include illustrations, text and colors or arranged in such a way in a composition layout. This study departs from the issue of the importance of creativity in the layout in an advertisement that the reader or consumer interested in the ads. The research problem is then formulated on how the layout of cosmetic ads in Kartini Magazine issue of August-December 2012. The goal is to enrich the wealth of Communication Studies, especially with regard to the creative aspects of advertising through print advertising layouts with the ad content analysis. Research on cosmetics ad layout on Kartini Magazine is using qualitative research methods, with a descriptive content analysis. After doing research on the magazine ad layout Kartini, it can be concluded that the overall design layout in the ads has a visualization (*main visual*) are dominant, with the arrangement of letters that varied between headline, body copy, and baseline. Dominance type of layout in cosmetics ads that show the type of layout *Jumble* composition compiled some images and text on a regular basis. Then ad also uses *Face Type Sans Serif* for readability level high.

Keywords : *Magazine, Layout, Cosmetics Advertising*

1. Introduction

Advertising as one of the types of marketing communications is a general term that refers to all forms of communication techniques are used marketers to reach consumers and deliver his message. The ways it can be started from the use of public relations and sales promotion through direct marketing, events and sponsorships, packaging, personal selling. (Moriaty et al, 2009: 6). In modern advertising practice, advertising is defined as a form of communication that uses prepaid and media interactive media to reach a wide audience in order to connect with buyers obvious sponsor (the target audience) and provide information about products (goods, services, and ideas) (Moriaty et al, 2009: 9). An ad created with the goal of keeping people interested in the advertised product, which then performs the act of buying. An interest might be generated by coloring, drawing, or compelling ad copy, and this in turn will be more amplified by the originality of the appearance and arrangement of sentences in the ad copy (Jefkins, 1995: 242).

Each print advertisement presents the results of a very complex process, such as the placement of the right typeface, approval, duplication, and delivery of print materials to newspapers and magazines on time to meet deadlines. The production process requires good

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planning, and those involved must understand the layout and design, typography and publication of printed materials using computers (Lee and Johnson, 2004: 197). Magazine is one kind of print media, magazines have far more specialize certain products to reach consumers. Each magazine readers generally have far fewer readers than newspapers, but has a more clustered market. Age magazine also much longer than the age of the newspaper. The magazine has a depth of content that is far different from a newspaper that just presenting the news. In addition, the magazine presents readers with a story accompanied on various events with an emphasis on the elements of an entertaining or educational (Kasali, 1995: 108).

As one magazine advertising medium has the advantage of better Audience Audience Acceptance, Long Life Span (live longer), Visual Quality, Sales Promotion (Kasali, 1995: 25). Meanwhile, freedom of the press in the Reformation had an impact on the magazine publishing business. The discoveries of new magazines popping up increasingly prevalent in the market. Magazine in Indonesia are categorized based segmentation of the reading public, such as magazines Business and Economics, Literature and Culture magazine, Woman magazine, Men magazines, News magazines, periodicals General / Family, Teen magazine, Child magazine, magazines Movies, Music, and Television (entertainment) , Sports magazines, Religious magazines, computer magazines, hobby magazines, and others.

In the manufacture of advertising in print media, the layout can be one way to create an ad to be interesting. Layout able to make the reader assess the products offered. According to Reichert, a good layout is able to get the reader to assess the product being offered is a good product, and not the good ads. (Reichert, in Kasali, 1995: 88). The elements of the advertisement should be so designed by the designer to be able to attract the reader's interest in the product and the message, and not keen on the layout itself. Creative people involved in making the layout must remember that the fish was not made for the benefit of employer, client, or solely for the personal decisions wreak turmoil in his art, but will sell the products to be offered. In the manufacture of advertising in print media, it is important to note layout. A layout for the ads can be compared with the blueprint of a house or building. Sometimes the layout is also made to approach the ad actually pretty good, and this form is known as a comprehensive or comp. Usually comp made by an advertising agency to presented before his client to obtain consent if the material can be produced or published (Kasali, 1995: 88).

This study departs from the problems of the importance of creativity in the layout in an advertisement. Therefore advertising is not created for the benefit of employer, client, or solely for the personal decisions wreak turmoil in art, but oriented selling products that will be offered. In the context of this research problem is then formulated: "How Cosmetic Advertising Layout in Kartini Magazine edition in August to December 2012?"

2. Material, Methods and Results

From the results of data collection by the research team, Kartini magazine contains a variety of ads. Kartini magazine contains approximately 13 categories of advertising, which consists of beauty products, health products, fashion, vehicles, food / beverage, entertainment, media, communication service products, home care / toiletries, household products, office equipment, managerial / education / skills, and financial institutions. In the category of skin care or cosmetic ads Kartini often found in this magazine. For the category of mass media products

are not found in magazines Kartini ads that offer property products, electronics and home appliances products (home appliances). What is interesting is the finding that the amount of vitamin and supplement manufacturers advertise the number is not small. Meanwhile, the magazines Kartini regularly featuring the cover story on page 10 and the profile of women executives on page 36. this magazine displays at least one cover story (celebrity) and the figures are not known, but the people who have the dedication and expert in his field. If there are additional profiles are usually loaded on page 132. Studied the issue, the magazine is the average profile of the cover story presents titles that everything is celebrity (celebrities), and women executives consists of various professions non-celebrities figures.

Another interesting finding, Kartini always consistent in writing titles, both on the cover, table of contents and the title of the paper. It is assessed that in a way that kind of writing will look more appealing than writing it is less meet the rules of the reader. Kartini magazine especially on things revealed, which in general only with the cover story about the activities of celebrities so that appear in the magazine are things related to professional or personal life of the cover face. At Kartini Magazine looks at the writings of models, movie player and soap operas, which are explained his condition as an artist, without a love story, grief, and philosophical values are expressed, and focus more on reading entertainment. Similarly, artists and commercials, revealed his opinion about marriage.

Kartini magazine has equality in representation of women, both in rubric, advertising, and figures profiled. From that of the second section of the magazine, specifically still move around domestic issues like beauty, fashion, culinary, childcare, and so on, although there are a few articles that explore the public areas, namely employment and profession, current events, and so on . This is the reason why the ratings gains achieved by women's magazine advertisements, as reported by Nielsen Media Research, during 2006 the acquisition of high ad spots. Advertisements contained on Kartini magazine shows how women become objects to please the man (husband), not for the interests of women themselves. Such representations distanced understanding of gender interests are currently being conducted in an effort to encourage gender equality.

In beauty products ads in women's magazines Kartini, the unit of analysis Layout Format. Layout format is a classification in terms of placing a combination of text, with artwork in a whole. There are 5 elements layout format; *The One Linear*, *The News*, *The Story*, *The Sermon*, and *The Outline*. After the observation, the layout format that is often used is *The One Linear*, as many as 60 or 68.9 percent of all ads studied.

Table 1. Layout Format

Klasifikasi	Jumlah	Persen (%)
<i>The One Linear</i>	60	68,9 %
<i>The News</i>	15	17,24 %
<i>The Story</i>	12	13,79 %
<i>The Sermon</i>		
<i>The Outline</i>		

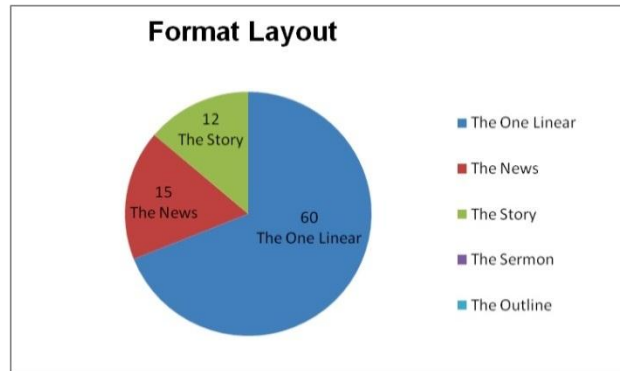


Figure 1. Categorization Layout Format

Format that puts a headline that attracts attention with a photo or image that big. The advantage of this format is brief, concise, and simple, making the message can be read by the reader. But the weakness of this format cannot be used for several products that require the message details, such as financial services products, as well as healthcare products.

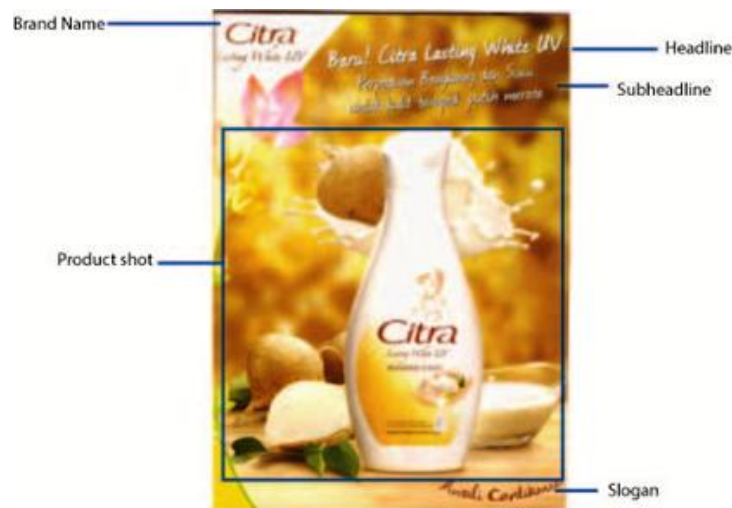


Figure 2. Layout Format Analysis

Ads in **Figure 2** is an image ad, the advertised product is moisturizing. With consumers expected to make the image more beauty means, means what pretty useless if it is not balanced with the skin appears white and smooth. The ad layout format that is The One Linear layout format that is more about headlines and visualization of large and attractive. The headline on the ad look attractive because of the use of Brand Name which is located at the top corners in accordance with one of the functions of a headline is to attract the attention of the reader, of any typographical or of visualization interesting, because his position is not monotonous, its products

are made with the upright, and the picture large. This product is intended for consumers who live in the tropics and practical consumers, as seen from the form of ads that contained only the product, headlines and text, and not too much use of words, other than that this product can not only economic benefits but also provide benefits for skin health consumers because these products have to conduct clinical trials to determine their possible allergy products.



Figure 3. Layout Format Analysis

Ads in **Figure 3**, this product is a local product who want imaged as imported products, it is evident from the name of the product. The purpose of advertisers using the format of The One Linear layout is wanted promote its headline that made her different from the shape of the typeface, and forms a large visualization, which can attract the attention of the reader. The format used for the purpose of telling consumers about a new product or a product comparison with competitors, or a demonstration of the superiority of a product. This format can use humor or also by using a detailed description of the manuscript.

The layout format is intended for new products, with the words "Perfect 10", the product is using this format because they want to introduce a new output products. The News layout format is a format that aims to influence the reader or engage the reader in an atmosphere that is created in the ad copy. The format is intended to influence the reader or engage the reader in an atmosphere that is created in the ad copy. The effectiveness of this format is the daily life story or 'testimonials' script which followed the visual illustrations of everyday public figure.

3. Conclusion

After doing research on the analysis of layout cosmetic advertising in magazines Kartini, researchers obtain some conclusions, namely:

- The concept and design of cosmetics advertising layouts Kartini Magazine edition in August to December 2012 may be one example of how to create an ad to be interesting. It is known that the reader is able to assess the layout of the products offered even

interested. A good layout is able to make the reader assess the product being offered is a good product, and not the good ads. The elements of the advertisement should be so designed by the designer to be able to attract the reader's interest in the product and the message, and not keen on the layout itself.

- This form of advertising cosmetics Kartini Magazine edition in August to December 2012 was dominated by shape-*Reminder Informative Advertising* compared with other forms of advertising, as many as 49 ads or more than 58% (percent). It is caused not because of the form of text ads in the form of a description of the product being advertised is clearly visible role. This explanation can be about contained in the advertised product or how the process of the manufacture of cosmetic products. This is not due because the text in the cosmetics ad has a thickness or font size small or large that gave instructions to take the reader's attention to the sequence of the various elements in the ad as seen from left to right or vice versa. It is intended that the ads made more varied and text are large and have a different thickness than the other letters that can tell the readers that the calm letters that producers want to convey the core of the product is made.

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