

VISUAL ANALYSIS OF NYAM-NYAM ICE CREAM ADVERTISEMENT AND ITS EFFECT ON CHILDREN PERCEPTION

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Abstract: Television have their own advertisement in their programs. This research in background by what problems arose because visualize in advertisements children had to pull in order to have the brand image of perception in children. See how strong the brand image of the nyam-nyam that it can be attached in perception children. Both in terms of audio visual in pop up by nyam-nyam until they interested in acquiring snacks nyam-nyam and because saw the way marketing strategies advertising nyam-nyam that can be pulled attention children. The purpose of this research that is, to know visualize advertising nyam-nyam can draw children or no and to know visualize advertising and how the brand nyam-nyam keep on perceptual children.

Keyword: Visual Analysis, Advertising, Nyam-Nyam, Children

1. INTRODUCTION

Communication is a way of delivering a message to someone who could be a form of language or information through symbols that can be understood by both parties. One form of communication is the mass media. The media consists of a variety of forms, one of them is advertising. Advertising is one way of promotion of a brand that is done by the manufacturer. Advertising on television are designed with the concept as attractive as possible in order to attract consumers to buy the product. There are various types of ads popping up in the media world. One of them is through audio-visual media that aired on television. A television program consists of the television show itself and advertising the event. While the targets of television is its audience. Ads created with the aim of attracting the interest of its target audience to buy the advertised product. Children as the target-audience possessed the potential to be affected, especially in this case is its perception. In the manufacture of a product advertisement, an advertisement producer certainly has to know, among others: the product brand, type of product to be promoted on television are mostly in the form of food products, target-audience yang in this case are the children. What ads will be aired on television has been designed as well as possible so that these products can be sold on the market, but how feedback from ads shown on television effectively. Other phenomena are increasingly lackluster ad impressions and the food and drinks. Food and beverage ads creatively designed so as to attract children's market. By serving ads that use audio-visual technology increasingly attractive, advertising of food and drinks are really amazed children. Various types of children's advertising that aired on television by way of delivering different. It is interesting from an ad there are two options, namely a good advertising or ads that are so ugly. Two things will be very easy for the target audience who saw the ad. Children's advertising will be easily attached in the perception of the children if the advertisement has a certain appeal. The more indera that captivate, the stronger the synergy that is created, so the more the senses are captured, the stronger the chances of successfully building a perception in the minds of consumers. And, increasingly young age, the sharper the hearing, the stronger the smell, and the stronger views. Watching how children behave toward a brand of food and beverage is also an interesting thing done. Seen from the survey of more than 50% of respondents said that they only bought food and beverage products that they recognize the brand. Another very interesting thing is more than 60% of child respondents could easily remember the brands of food and drink they know. (Joseph, 2005: 9). Judging from its visual concept, advertising Nyam-Nyam able to grab the attention of children with snacks phenomenon

bearing the image of a yellow tiger funny. One appeal of the product Nyam-Nyam is the icon of the yellow tiger. Nyam-Nyam so that the brand will be very easily embedded in the minds of children not because of its taste, but with the icon and visualization interesting ads that aired Nyam-Nyam.

2. THEORETICAL BACKGROUND

Based on the theory of Effect Model Facet approach, the authors have come to the conclusion that the data from the aspect of perception (see and hear) the children are interested see also heard from ads Nyam-Nyam, they liked her in audio visual. Aspects of emotion, the children have encouraged her emotions when viewing ads Nyam-Nyam's Ice Dream. Aspects of cognition (understand) the children are able to understand them only with visualization are displayed as an element of its snow.

Aspects associations, children feel connected with the ad because of the effects that make them also feel like what they see. Aspect believes, consumers feel confident with these products based on advertising and behavioral aspects (acting) nearly 90% of consumers of children. Conclusion In modern society, hardly anyone who is not preoccupied by advertising activity. The advertising world has a communicative function of a person or group through the special media audience or market area.

3. THE RESEARCH METHOD

This research used method purposive sampling with observation and interview. The result on the interview, the children are interested see also heard from ads Nyam-Nyam, they liked her in audio visual. Aspects of emotion, the children have encouraged her emotions when viewing ads Nyam-Nyam's Ice Dream.

4. RESULT AND DISCUSSION

In the first part has been delivered if the analysis will use the visual aspects of the DKV (Visual Communication Design) on advertising Nyam-Nyam's Ice Cream. Visual Communication Design plays an important role performance of an ad, because it served to draw the attention of the audience. Visual Communication Design should not only have an interesting aesthetic, but also the allure of your ad message, the text should also be created to be able to make the audience interested to read the whole ad. In the Nyam-Nyam advertising, there are several aspects in television advertising, ie characters, music, songs / jingles, sound effects, visual effects, warnaakan discussed one by one. Ads launched in March 2015 is an ad Nyam-Nyam version of ice cream. Nyam-Nyam varying the latest flavor of its products with the sensation of ice cream. In its advertising, visual in the show as if the children can come to feel the cold and cool his play in the snow. Visualization on television, there are two children, men and women they are cool to play in the snow, and display ads Nyam-Nyam also made similar to the screen game that appealed to children as was present in the game. The blue color is more dominant in the ad for identification blue color signifies calmness or cold. The concept of visualization ads Nyam-Nyam version of this ice cream is a game of ice skating that more emphasis to the image of children playing in the snow, because the ad Nyam-Nyam this ice cream want to attract the interest of children not only with a variety of its flavors but also with the uniqueness of the ads that appear.

5. CONCLUSION

In modern society, hardly anyone who is not preoccupied by advertising activity. The advertising world has a communicative function of a person or group through the special media audience or market area. Television advertising has two components, namely audio and visual. Audio / voice function for display advertising more engaging with the given sound and visual effects intended to make a product that in its ads more attractive at consumers. Consumers will give assessment that

the product is good or not based ads are appearing. Based on the translation that has been done, it can be concluded that the visual analysis of advertising Nyam-Nyam version of Ice Dream has two main elements to be checked, which is a visualization of her and her perception. In visual ads that show ads Nyam-Nyam, the visible variety of interesting visual effects in accordance with its target audience: children. Visual aspects such as color, sound effects, character, and his narrative is able to hit children. Perceptions that arise in the minds of children from advertising Nyam-Nyam Ice Dream is the snow effect that gives the impression of cold in children when they see these ads. Snow effect as if the children also may feel a cold sensation of the product, so the perception of children if they see these ads they already know the taste of Nyam-Nyam's Ice Dream. This ad is successfully embedded in the minds of children about advertising Nyam-Nyam.

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