

Designing A Communication Strategy of Product and Visual for Ruangguru Application

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Abstract. Ruangguru is an online learning application that provides benefits for various levels of education, especially 12th grade high school students. From Ruangguru promotions that have been done before, the current totals have not reached the number of targeted users. For 12th grade students, the National Examination, always be their main concern of studying. Many ways used to deal with it, one is make a learning group that usually placed at fast food restaurants. However, they often forget the purpose to learn and play smartphones instead. This problem can be solved by Designing a Communication Strategy of Product and Visual for Ruangguru Application. This campaign design uses qualitative methods to find a suitable strategy to inform the benefits and features that exist in Ruangguru application to achieve the target desired. This design aims to provide product-related information and provide innovation in a learning application promotion. The result of this research is the design of product promotion using AISAS method as media strategy, utilizing various means of information to spread Ruangguru utility, and main media in the form of an event. Hopefully this design can assist the exploration of advertisers and visual communication designers in solving the promotional problems of similar products.

Keywords: Promotion, Advertising, Application, Digital Campaign.

1 Introduction

Changes in current behavior of people, especially adolescents, are strongly influenced by the development of digital technology. Including how they learn, not a few high school students take advantage of internet access to learn and complete their schoolwork. Ruangguru is a service provider in educational content based on technology as an answer to this change in learning behavior. Ruangguru comes in an easy-to-use application, utilizing the internet network across various gadgets, one of them is smartphones. According to Adamas Belva Syah Devara, CEO of Ruangguru, Ruangguru's number of users currently hit 6 million students. Ruangguru itself was just released April 21, 2014 and started its application in 2017. According to Raisha (Content Writer Ruangguru), Ruangguru is still in the stage of creating

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awareness to the audience to increase the number of users. Ruangguru hopes the number of users keep increasing and used by 52 million students in Indonesia.

Grade 12 students is the most influential target audience because they will face the National Examination (UN). For grade 12 students, UN is playing an important role in determining their graduation, so that always makes them feel burdened. In order to get the attention of grade 12 students, a promotional strategy that involves various media, advertising and other marketing communications tool is required. Those kind of strategy is called integrated media strategy, in the hope that the penetration of Ruangguru application usage is stronger among the 12th graders. One of the results of field analysis is their current learning behavior, such as making a learning group in fast food restaurants. It becomes a challenge in designing media strategy that will be used. This research will be aimed at grade 12 students in Bekasi City. Based on data from the Ministry of Education and Culture (KEMENDIKBUD) website, Bekasi is the second largest number of UN participants in all High School (SMA) in 9 (nine) cities in West Java. However, the highest number of decreasing marks in National Examination also occurred in Bekasi City, that is 63.7%.

Based on the explanation above, this study aims to find the design of communication and media strategies in accordance with the target audience character is targeted. In addition, it is also necessary to determine the visual design characteristics in accordance with the target audience. Due to space limitations of writing, so it will be explained only a few visual design ads only.

2 Literature Review

Promotion is the determination of success or failure of a product or service from one of the marketing mix activities [1]. Also mentioned marketing mix includes product, price, placement, and promotion. Meanwhile, promotion is the communication from producers to consumers who inform, persuade, and persuade them persuasively to gain an action [2].

According to Basu Swastha in Jaiz, the promotion mix uses advertising, personal selling and other promotional tools as the right strategy to achieve the ultimate goal [2]. However, as the development of technology in the digital age, the promotion mix developed into:

- Advertising
Form of disseminating message information about a product or service that is persuasive.
- Personal Sales
A face-to-face encounter between marketers with an audience for immediate or repeat purchase purposes, such as the use of a salesman or a salesgirl in a shopping center.
- Sales Promotion
In the form of offers in the form of additional product benefits for immediate purchase purposes.
- Public Relations
In the form of activities whose purpose is to improve the image of a product or service to create a good relationship between companies with the audience.
Example; sponsor, open house / company visit, press release, field tour, donation, special event.

Meanwhile, according to Kotler and Armstrong, the current promotion mix also includes digital marketing (digital marketing), which in the presentation of marketing conducted in various social media with the aim of interacting directly with consumers [3]. Examples are

EDM (Email Direct Marketing), telemarketing, catalog marketing, online channel, mail, phone, facsimile or all communications that get direct response from customers.

Media strategy theory in this research use AISAS from Kotaro Sugiyama and Tim Andree titled *The Dentsu Way* [4]. AISAS itself is a method of development from AIDMA that has been long enough used in advertising world. However, the criticism of the AIDMA method is that there are too many passive elements in the process, namely Attention, Interest, Desire and Memory, so it is no longer suitable with current condition. By using AISAS, promotions can be made by creating mechanisms that increase the target audience's interest in the product (Attention, Interest). The next step is to encourage the target audience to be more active such as finding information or product (search) either offline or online, or take action (action) either try or buy. Then, in accordance with the behavior of target audiences, they will share the moment until the Word of Mouth effect occurs.

In translating the suitable visuals for the promotional media that will be used for knowledge in Visual Communication Design (DKV). Definitely, Visual Communication Design is a knowledge that has a purpose to learn concepts, ways, creative communication process by utilizing the media in the delivery of messages, shown through the visual form of graphic elements, with the intention of the message will be easily accepted by the audience [5]. In DKV, an interesting and effective visual design procedure, such as layout, composition, visual styling, typography, illustration and photography, and other supporting visual elements are described.

3 Method

The method used in this writing is qualitative research methods. The author uses qualitative methods because the research used mostly refers to the facts and phenomena that occurs in society. Supported by statements by Bogdan and Taylor, qualitative research methods include research that generates descriptive data from data and audience behavior [6]. One of the facts from observation obtained is a model of learning conducted in the public sphere, one of them placed at fast food restaurant.

The method of analysis used is SWOT analysis that is positioning the product on an important gap in his life. By knowing the power, it can be raised one thing that became an interesting keyword in getting the attention of the audience. Likewise with knowing the weakness, it can minimize the possibility of the emergence of disadvantages. Meanwhile, by knowing the opportunities, it can place the product position in the eyes of consumers. For threats, a strategy is needed in taking a gap that is good for the product [3].

While the method of audience analysis used is AOI analysis. Consumers with different values, different attitudes and beliefs, different opinions, motivations, and interests, including different lifestyles, will produce different decisions. Here are some components of AOI (activities, opinions, interests) that can be used to develop psychographic profiles from consumers [7].

- Activities: work, hobbies, social events, vacations, entertainment, club membership, community, shopping, sports.
- Opinions: self, social issues, politics, business, economics, education, products, future, culture.
- Interest: family, home, office, community, recreation, fashion, food, media, achievement.

4 Result & Discussion

According to observations in some cafes and fast food restaurants, the behavior is found in grade 12 students that is learning together there. They spend a long time to learn and sometimes sharing stories with friends or playing smartphones. The purpose of communication from the design of this campaign is to inform, persuade, and remind the target audience about Ruangguru with all its usefulness and benefits. The expected results is the target audience will use Ruangguru to guide them in facing the National Exam, as well as another examinations.

The communication approach used in the design of this promotion is based on the lifestyle of the target audience which is generally still in the scope of friendship, academic and non academic to the relationship with the opposite sex. This affects the author to create a message in case when the target audience does not focus on academic goals, then they fail to focus. The message to be conveyed is the result of thought of product benefit and consumer insight. Based on the observation and interview information, the product benefit owned and often delivered by Ruangguru is "learning by fun", "everytime everywhere", "instant learning", and "exciting". While the results of the analysis of consumer insight, in the form of "an urge to be professional", "want to be smart fastly", "passed with good grades", "successful", "lazy", "distraction" and so forth.

Based on the above analysis, then found a message in the design of this campaign, namely:

Message:

“Kapan Aja Dimana Aja Bareng Ruangguru Bikin Kamu Gagal Gagal Fokus”



Fig. 1. Draft Message Chart (Source: Author's Personal Document)

The message above is created with the intention that the target audience can continue to focus and discover the true potential of self by using various Ruangguru features that fit the time and place you want. Used tagline is #gagalgagalfokus.

From message above, the author specifies the #gagalgagalfokus tag to be a message reminder in various media that will be designed on the design of this promotion. #gagalgagalfokus also be the basis of the message that is in every step of media strategy that is expected to be easily remembered by the target audience and become viral.

To find out what strategies and media are suitable to communicate with the target audience, the authors make observations and interviews to get the answer. After that, the authors analyze the results of the process like what the favorite movie genre, what kind of events you want, daily activities, what you want from an app, dress style, to emotional bonds between family, friends and the opposite sex.



Fig. 2. Moodboard Audience Audiences Source: Author's Personal Document

Consumer journey is a method of understanding the behavior and use of media on a specific target audience. That is by choosing one of the most appropriate target targets for known activity, interest, and opinions. Fia is a 12th grader of SMAN 4 Kota Bekasi who is worried about the National Examination that will be faced later. Fia is active in all academic and non-academic activities at school. Her anxiety made her unfocused in learning, so she felt overwhelmed when learning a lesson she found difficult. Fia often do group learning activities with friends in a fast food restaurant, but she sometimes forgets the main purpose. Finally Fia and her friends just eat and talk to go home.

Table 1. Alifia Activities from Monday to Friday (school day) (Source: Author's Personal Document)

Time	Activities	Time	Activities
05.30	Woke up	16.15	Go to courses
05.45	Pray, breakfast, take a bath	16.30	Start the class
06.30	Go to school	18.00	Maghrib break
06.45	Arrived, first subject	18.30	Start the class
10.00	First break	20.00	Back home
10.15	Start another class	20.15	Arrived at home
11.45	Second break	20.20	Take a bath, dinner, pray
12.30	Start another class	21.00	Do homework
15.30	After school, back home, or going to fastfood resto	21.30	Play smartphone (looking at social media, etc)
		23.00	Sleep

5 Visual Style

Based on the results of the analysis from the table above, the target audience tend to like something fun, interesting and emotional. Supported by Mia Maria, Public Education in Jakarta Biennale 2015, mentioned that teenagers are identical with something positive and creative. With that, the authors plan to design a visual in a campaign that feels emotionally and fun but still does not eliminate the image and color of Ruangguru.

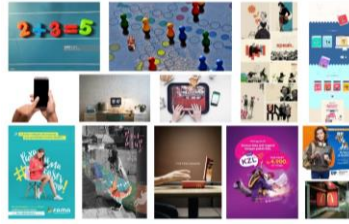


Fig. 3. Visual References (Source: Author's Personal Document)

Based on data above, the authors find the right media in the design of this campaign. Therefore, the authors do the brainstorming process by choosing AISAS media strategy, namely Attention, Interest, Search, Action, and Share. The media used in this strategy are:

5.1. Attention: Poster, Ambient Ad, Outdoor

The existence of this poster aims as a teaser in the design of promotion to attract the attention of target audiences through social media, namely Instagram and Official Account LINE Ruangguru. While ambient ad takes place in a café or fast food restaurant frequented by target audiences in the form of paper on food tray or trayliner with the same poster and school's wall magazine.

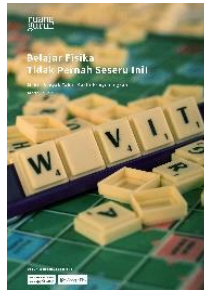


Fig. 4. Poster for Physics

5.2. Interest: Vagon, Mini Series

Starts with vagon for 5 seconds as a teaser of the Mini Series. Vagon and Mini Series can be enjoyed via YouTube Ruangguru.



Fig. 5. Mini Series: “Gagal Gagal Fokus” and personality test

5.3. Search: Personality Test (Microsite)

Following the mini series, target audiences can test their interests and talents in a major in lectures according to the characters in the mini series in the microsite.

5.4. Action: Event (Try Out Online Bersama)

At Try Out Online Together, the target audience is required to download the Ruanguru app and run the exam via smartphone. In this event, they can also receive an explanation of sharing with the discussion of majors in the lecture.



Fig. 6. Poster dan Konten Media Sosial di Instagram

5.5. Share: LINE Sticker, Gimmick Event (Merchandise)

LINE Sticker aims to remind the target audience for the existence of Ruanguru applications via their nearest platform. In addition, target audiences also get merchandise earned by following the event. They can also share moments at events on their respective social media by marking Ruanguru.



Fig. 7. LINE Stickers and merchandises

6 Conclusion

Concerns in facing the National Examination will always happen every year by all students in Indonesia. However, the way of learning of the children will always develop along with the improving technology. Learning groups or studying together in a café or fast food restaurant becomes a solution to the fatigue of students, especially in grade 12 in preparation for the National Exam. Ruanguru has made a promotion but has not reached a satisfactory number and still want to increase the number of users. The solution of this problem is by

making the Designing A Communication Strategy of Product and Visual for Ruangguru Application, so that the target audience can know and be interested that can increase the number of Ruangguru users. The author designed the event as the main media in the hope that the existence of Try Out Online Bersama, so that the target that Ruangguru wants to increase the number of users can be achieved. The author also hopes that the existence of this research can provide innovation in making a similar product promotion design.

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