

IDEOLOGY OF ACHIEVEMENT: THE STRATEGY OF AIMING AT THE PROSPECT STUDENTS THROUGH INSTITUTION ADVERTISING MEDIA DESIGN

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ABSTRACT

This article is the result of research on advertising media used by Malang State University, East Java, Indonesia to persuade the prospective new students to enroll in College. Ideology approach applied in College in the advertising can persuade the prospect new students to make this University their main choice as the place for their advanced study. The ideology delivery was conducted through the elements of design in advertising, such as the message received by the prospective new students. This research was conducted through questionnaire survey distributed randomly to 100 informants when they take skill test in State College Admission Selection (*SMPTN*) in Malang State University. The data incoming was then analyzed using Thompson's ideology approach to explain the interrelationship between the meanings of symbols in advertisement based on the existing relations. The result showed that advertising media employing the College achievement ideology approach was very effective and attracts the Prospective New Students' interest. Accreditation of College institution, and accreditation of Study Program are the appropriate information to make the prospective students choosing one college to improve their education career.

Keywords: Advertising media, college, ideology, prospective new students.

INTRODUCTION

The message in education advertisement serves as information, persuasion, and reminder. The message of education advertisement serves to give information about the newly opened study program. The message through persuasion serves to change the community's perception on certain study program and to make it the main choice. The message can also be delivered as memory, constituting the way of establishing the community's thinking in order to keep remembering that they have ever studied in certain college and they tell their family to study at the same place.

Strategy in education advertisement needs persuasive communication delivered by education institution to affect or to change the community's argument through media. Advertisement in marketing context serves to confront education institution and the society indirectly through media as the mediator. Therefore, in designing advertisement, the precision is needed in collecting the reference of community character. Bangsa (2011: 43) in *Jurnal DeKaVe* states that there should be creative strategy through approaching the community.

In indirect communication through advertisement media, a clear data of target to make the message delivered acceptable to the society well. Through the target audience consistent with the service promoted in the advertisement, dialectics is expected to occur between education institution and society. Calder and Malthouse (2005) in *Managing Media and Advertising Change with Integrated marketing* in *Journal of Advertising Research* explains that

community has positive thinking about something informed because they have ever done/experienced it, so that there is a contact with information delivered in advertisement.

The message in education advertisement should employ social visual persuasive technique with society culture to make the society interested in studying in certain institution as an alternative choice, after they do and believe in the education institution. Suhandang (2005) in *Advertisement: Management, Trick, and Strategy* in designing advertisement, a social-cultural reference is needed through persuasive technique. Agustin, Saidi, and Guntur W (2011: 3) in *Jurnal Wimba* add the need for representing visual element into social-cultural context so that the reader can interpret it.

Persuasif message will be maintained well, when there is no message “deception” through advertisement. People will be interested in and believe when the message delivered in the advertisement contains the same information given. People look for education they need and want, but when the message delivered in the advertisement is not consistent with the reality, they will overthrow the institution through the story they perceive to the public.

In promoting education service through advertisement, its long term positive and negative effects should be taken into account. If the ad affects negatively the community, it will sell its service difficultly as its image is defeated by the competitor. Education institution through advertisement compares its service frankly with the competitors’. In this condition, provocation is unnecessary to persuade those interested in the competitors’ education. If it occurs, the institution will be abandoned gradually by people, and they even will not be interested in whatever it promotes. Therefore, the message delivery in advertisement should be considered thoroughly. Pelsmacker and Bergh (2008), in *International Journal of Advertising*, explains that that provocation strategy against the competitor will reduce the people’s interest in service promoted.

The advertisement serves to sell education service indirectly. For the education service promoted in advertisement is preferred by people, the attractive message packaging is needed. Persuasion using picture and sentence as the image of education service can bring the people into imagining about the values of service promoted. So, advertisement, according to Harsanto (2013: 566) in *Patrawidya* and Harsanto (2014: 50) in *Journal of Dekave*, serves as sales entertainment through imaging the education service.

Advertisement is a communication media within which there are design elements organized to produce a shape. The shapes in non-mass media printed ad are the codes in message delivery. Eco (1976: 54) explains that code is a system structure in which every value is determined by position and the difference arising when the phenomena is different is proportional to the reference in the same relation system. Eco’s argument leads to the process of communicating a message. The codes featured in the advertisement are transitioned to yield the same definition when communicator (College) and Communicant (prospect students) have same systems and perception.

Advertisement, to a college, is an ideology media so that information, persuasion, and reminder for the consumer about a certain product. Ideology in advertisement can be controlled by college through advertisement to affect the prospective students to make the education service promoted serving not only as the need but also as the wish. Purchasing based on wish will improve the self-image of the service just like what is thought about. Ideology, according to Williamson (1978: 270), is a system within society given to the self

based on “meaning” different from itself actually. It is one method used by the college to advertise education service using ideological approach. This ideology approach is not only related to practical needs such as education characteristics and education benefit, but also to the application of education based on meaning in social-cultural scope.

Malang State University as a large and developed College, using advertisement media with ideology approach in promoting its education service to make the students interested in studying in it. Giddens (1979: 356) in *Central Problems in Social* state that media has the structure of meaning moved to verify the groups’ interest from the dominant to the dominated groups. To Gramsci (Burton, 2008: 73) this way is called “hegemony” constituting the type of power relation from dominant group (College) compelling the agreement from the dominated groups (prospective students) by means of articulating an ideological mission sheltered under a popular political culture.

Ideology is the College’s power in promoting its education service through advertisement design. Dramatizing message through its fascinating education image will make the prospective students interested in studying in it. Through advertisement design, everything can be packaged into the good and fascinating one to the prospective students, so that they are persuaded to utilize the education service promoted. Therefore, the advertisement design serves not only to sell education service but also to change the image of Malang State University into the better one compared with other colleges; therefore Lull (1998: 2) states that there should be a packaging of public image in advertisement system.

The prospective students enroll in Malang State University not only to meet the need but also based on the wish for better life. Education promoted through advertisement leading to the consumers’ wish is communicated based on ideological signs featured in the advertisement. Fiske (1990: 236) state that Prospective Students respond to the signs in the advertisement when the signs have myth becoming the public opinion as their relation. The discussion of advertisement design through ideology, according Thompson (1990: 397), can be done through interpreting ideology, creative synthesis explaining interrelationship between the meaning of symbolic products in the advertisement and dominant relation; in this case the meaning tends to build and to maintain the relation.

From many theoretical references above, the ideology in advertisement in this research will discuss the structure of message meaning contained in advertisement design promoting education service of Malang State University. The message delivered by Malang State University is intended to the prospective consumers in the form of signs based on the myth of society culture.

METHOD

This research employed a case study approach discussing the prospective new students’ interested in advertisement media used by Malang State University. In *Research Design: Qualitative & Quantitative Approaches*, it is explained that case study is a research strategy studying an object in-depth (Creswell, 1994: 343). The case study used was single case study, the research focusing on advertisement design promoting Malang State University as “superior” education institution. The object of research was prospective new students who will enroll in Malang State University. Data was obtained through distributing questionnaire, technique of collecting data used by submitting or sending checklist to be filled in by respondents (Suhartono, 1995: 65). The analysis was conducted using data triangulation from

various findings obtained through adaptation and combination as necessary, and analysis technique used was ideology approach. Analysis, according to Thompson (1990: 397), can be done through interpreting ideology, explaining the interrelationship between meanings of symbols in the advertisement based on the existing relations.

RESULT AND DISCUSSION

The data was obtained through distributing questionnaire to the prospective new students. The semi-opened questionnaire contains answer options, but when the answer chosen is not available, the informant can answer in addition to the options provided. A hundred semi-opened questionnaires were distributed to the prospective new students taking skill test in State College Admission Selection (*SMPTN*). Out of 100 questionnaires, 89 questionnaires were valid, while the rest of 11 were not valid as they were not filled in completely.

Data screening through this questionnaire included: (1) the reason of why the prospective new students enroll in Malang State University; (a) a College with A accreditation score, (b) complete infrastructure, (c) its graduates often get job, (d) study program taken exists only in this college, and (e) close to house; (2) prospective new students' motivation in choosing Malang State University, (a) internal, (b) from family, (c) from origin school's teacher, (d) from friend, and (e) from students; (3) the prospective new students' preference to the achievement of College is informed in the advertisement media, (a) the achievement of Malang State University's institution accreditation, (b) the achievement of study program's accreditation, (c) the achievement of students in academic area, (d) students achievement in extracurricular area, and (e) business area; (4) the functions of Malang State University's advertisement media for the prospective new students, (a) to help find out the quality of College, (b) to help choose study program, (c) to help in registration process as the prospective new students, and (e) to help recognize the campus circumstance; (5) the type of advertisement media known by the prospective new students in Malang State University, (a) Billboard, (b) street banner, (b) calendar, (c) brochure, and (e) internet; (6) the most attractive design element of advertisement media in Malang State University to the prospective new students, (a) picture (illustration), (b) headline, (c) color, (d) media form, and (e) information delivered; (7) picture (illustration) in advertisement media preferred by prospective new students in Malang State University, (a) infrastructure (Building), (b) teaching-learning activity, (c) extracurricular activity, (c) graduation ceremony model, and (e) art and culture, (8) color type in advertisement media preferred by the prospective new students in Malang State University, (a) blue, (b) yellow, (c) red, (d) green, and (e) orange.

From the result of valid questionnaire distributed, it can be found why the prospective new students prefer enrolling in Malang State University. About 35% of prospective new students prefer enrolling in Malang State University because this college has gotten "A" accreditation, 24% because the study program taken abides only this college, and 18% because its infrastructure is complete. Most prospective new students has known that the campus chosen is the very good one based on BAN-PT (National Accreditation Board for College)'s Decree No. 240/SK/BAN-PT/Akred/PT/VII/2014. The assessment is conducted by National Accreditation Board for College based on seven standard; (1) Vision, mission, objective and target, and achievement strategy, (2) guardian structure, leadership, management system, and quality control, (3) students and graduates, (4) human resource, (5) curriculum, learning, and academic circumstance, (6) financing, infrastructure, and information system, and (7) research, service to society, and cooperation (National Accreditation Board for College, 2011: 4). The reasons of why the prospective new students prefer this campus are, among

others, because their education is guaranteed that is future-oriented. This achievement can be seen from some advertisement media in the form of *signature* “Institution Accreditation A”. It is the ideology strategy of Malang State University in promoting itself as the best, large, and developed College, just like its vision to be a superior College to which the implementation of *Tri Darma Perguruan Tinggi* (Three Services of College) refers.

About 76% of prospective new students say that their motivation in choosing Malang State University for their own willingness. The prospective new students say that their motivation is because it is one of old and experienced college, and has very good score of accreditation “A”. The positive image of this campus in the people’s eye is still strong, because many prospective new students remain to believe that Malang State University is their main choice. The prospective new students know Malang State University from some advertisement media, for example, they got information from internet (46%), and brochure (27%). Internet media can be opened online anywhere and anytime easily and quickly to choose one of the best college in East Indonesian area. For the new students who open Malang State University’s web rarely, they get information from brochure brought by their teacher. Ideology is delivered through a good, clear, communicative design attraction, so that they decide to enroll in Malang State University as their main choice.

About 46% of prospective new students choosing Malang State University, in fact, are not only interested in the college, but also the achievement of Study Program accreditation achievement. It indicates that advertisement media indeed informs all Study Programs existing in the College. They read the average achievement of “A” Accreditation score thereby are affected to enroll in the college. Choosing the accredited study program makes them composed and getting job more easily when they graduate later. Therefore, ideology designed through promotion media of Malang State University is in fact attractive to the prospective new students to choose the study program they want (47%) and to find out the quality of College (37%). The information on various study program existing in Malang State University leads them to choose according to their need and wish consistent with their need, want, interest, and skill.

The prospective new students’ interestedness in enrolling in Malang State University because they are persuaded by one of design element (illustration) (62%). Other interesting pictures (illustrations) are infrastructure (44%), student activity including teaching-learning activity and student achievement (36%). From the observation, it can be seen that some advertisement media featuring such the picture represent the learning process equipment inside and outside class, luxurious building, and beautiful park attracting the prospective new students’ attention. The performance of students in some competitions at regional, national and international levels also attracts the prospective new students to enroll in Malang State University. The ideology message through visualization of infrastructure completeness and students’ achievement are the “efficacious” way to subjugate the prospective new students to choose Malang State University.

Most advertisement media in Malang State University uses blue color. The color consistent with campus entity is Dark Blue consisting of C:100, M:100, Y:0, and K:0. This color is consistent with the pleasure of prospective new students choosing it (79%) as it is considered as cool, calm, and consistent with the color of Malang State University’s alma mater. The appearance of blue color in various advertisement media is used to deliver message reminding the prospective new students about this education institution, “remember the blue, remember Malang State University.

CONCLUSION

Ideology is “a logical idea” applied by a large institution affecting an individual or community group. Ideology applied in Malang State University in advertisement media is the way of delivering message softly through institution accreditation achievement obtaining score “A”, and study program accreditation. The modest delivery method without visual reengineering increases the rational attraction so that the prospective new students are interested in seeing, reading, and enrolling in the College. The natural message consistent with the condition of campus supported with blue color as the identity of education institution also attracts the people’s attention, particularly the prospective new students coming from many cities, corresponding to its vision written in promotion media, to be superior College and to be the reference in the implementation of “*Tri Darma Perguruan Tinggi* (Three Services of College).

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