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Purchase Intention And Marketing Media: A Comparison Between Photos And Videos

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Abstract

The selection of advertising media to be published to social media is a problem for business people to attract consumer attention. Along with the times, advertising media continues to develop and evolve into various advertising media. The purpose of this research is to find out the opinions of the public regarding the selection of advertising media in the form of photos or videos. The data source of this research was taken from 50 informants. This research uses the MDLC (Multimedia Development Life Cycle) method as a guideline for designing test materials. Descriptive qualitative method is used as an informant data collection by interview approach. The result of this research is an advertising media in the form of videos and photos and effective advertising media selection which shows that video advertising media is superior to be used as advertising media content selection.

Kata Kunci: Advertising, Social , MDLC

Pendahuluan

E-commerce is a platform that is currently in great demand by large and home-based businesses in marketing their products on the internet market[1]. The rise of the business world in this digitalization era has resulted in significant changes in the ease of reaching products without any interaction between buyers and sellers[2]. In the past, a businessman who wanted to market his product had to rent or buy a shop to be used as a place of transaction for sellers and buyers, but over time and the development of the internet world, it was not a necessity for a businessman anymore [3].

The presence of e-commerce requires business people to increase good performance in order to survive and be able to develop so that they can compete in the intended market share (Hadion Wijoyo, Denok Sunarsi, 2546). In this case, advertising is very likely to be a means of achieving this success. Advertising is a technique that contains news to persuade and attract consumer attention to the goods and services offered[4]. Manufacturers are required to compete in product promotion by uploading advertising content on various social media such as Instagram, Tiktok, and Facebook. As a result, similar producers experience intense competition in promoting their products to attract the attention of consumers[5].

In creating an advertisement, business people must think about what content is right for marketing their products to the wider market. The content has some visuals that can be called visual content. Visual content is a means of communication media in creating an advertising content in visual form[6]. In the visual content, there are some interesting things to provoke the attention of readers to take action in purchasing. Among the many possible contents of visual content, the most widely used are videos and photos.

Visual content in the form of videos is commonly seen in some of the top social media that usually displays product content that can attract the attention of social media users. Creating an advertising video content has several types, which can be animations, testimonial videos, and event videos[7]. Businessmen are required to think critically and think of ideas that will be channeled to the editor in order to create a video content that matches what is desired. Businessmen must also think about choosing the right and trusted editor to produce interesting video content. After producing the video content, business people must think about the right social media to reach the content to the wider market[8].

In addition, visual content can be in the form of photo media. This photo visual content usually displays content in one visual uploaded on several social media. This content usually contains content that only briefly displays information about the products offered[6]. There is also some information about promotions from the content such as discounts. The shape of the content can be a landscape or rectangular upright according to the wishes and needs of each. The advantage of photo content is its ability to convey messages in a relatively short time and does not require additional content to explain the context of the message[9]. However, a small percentage of visual content in the form of photos is designed in such a way as to make the audience think about the context of the message conveyed.

Tinjauan Pustaka

First research [5] which aims to explore the factors on Instagram ads that influence buying interest through e-commerce using a mixed-method approach research model conducted by interviews, focus group discussions, literature reviews, and surveys with 10 informants around Jabodetabek and quantitatively by distributing Google Forms. Respondents were selected by applying non-probability sampling techniques, namely judgmental sampling. The results of the linear regression test show that information on Instagram social media has a significant effect on consumer buying interest on e-commerce platforms. This study also shows that information, images, and promotions on Instagram social media can increase consumer buying interest through e-commerce in the Jabodetabek area. Promotion is the most influential factor on consumer buying interest compared to images and information, while audio and price have no effect on buying interest through e-commerce.

Second research [10] aims to determine the effect of ease of use, consumer confidence, and advertising creativity on consumer buying interest in the online buying and selling site bukalapak.com by using a quantitative approach model by conducting surveys and testing 115 respondents. The results of hypothesis testing shown in this study that the variables of consumer confidence and advertising creativity have a significant effect on performance variables. After conducting research and can conclude that consumer confidence and advertising creativity are the most dominant variables on buying interest.

Third research [3] which aims to dissect the visual strategy of advertising campaigns on the Bukalapak and Tokopedia platforms. This research uses the content analysis method by collecting data on posts that have been uploaded to Bukalapak and Tokopedia on their respective social media and especially on the Youtube channels of the two platforms. This research conducts and analyzes the visual strategies that have been implemented on both platforms. In the results of this study, that the strategy in communication is very important, especially to know the scope of the target audience to be addressed.

Fourth research [11] The fourth research aims to design a promotional video advertisement that is made to introduce the company's products to prospective buyers using the MDLC method which is intended to be able to find information about clothing products and souvenirs typical of Batam, and

is expected to be a means of promoting the company. The design of this promotional advertising video lasted for 3 months with the object of the activity carried out in the form of direct observation of the field to see the circumstances and situations that occur, namely how the marketing process is carried out towards consumers so far. After direct observation, it can be seen that the lack of interest of potential customers to the offer in the form of catalogs in the form of brochures and books.

Fifth research [12] aims to find a comparison of Arabic language learning between using audio-visual and card media on MTs As-Sunniyyah Kencong Jember students. The type of research used is a qualitative approach which is used because it wants to find facts in the form of student responses conducted through questionnaires to be compared regarding the use of card media and audio-visual media in Arabic language learning. The results of this study indicate that the use of media in terms of learning is needed because it can help in creating an effective class.

Metodologi Penelitian

The research method used by the author in this study is:

A. Test Material Design

In conducting this comparison test, the development of test materials is carried out with the MDLC (Multimedia Development Life Cycle) approach which consists of six stages, namely concept, design, material collecting, assembly, testing[13], and distribution which is described as follows

a. Concept



In testing the comparative effectiveness of visual advertising content, test materials are needed to compare the visual content. In this case, the concept stage is needed, especially for video and photo content in the content. The concept itself is a collection of initial ideas that will be designed in such a way and depicted in the form of a storyboard.

b. Design

At this stage, it is a stage that describes the storyboard to describe the flow of content in the videos and photos that will be used as test material. Storyboard is a part of a successive picture or sketch that is used as a planning tool to visually show how the action of the story takes place[14].

Here is the storyboard of the video content, as follows:

Table 1. Storyboard Video

Scene	Information
	Displaying a product with a swivel transition effect from upright to tilted to the right with a dark background and lighting assistance to add to the dynamic impression of the video.
	Displaying transition lighting from the left direction that is moved from top to bottom highlighting the object with a fixed position object added a zoom in transition effect.





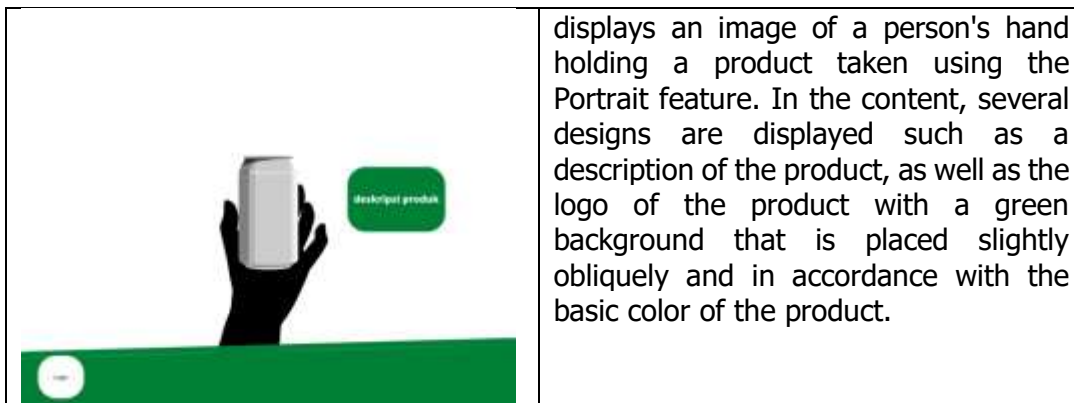
<p>Scene 3</p> 	<p>The video display shows a lighting transition from the right that gives a shadow of rotating lines highlighting the object accompanied by a zoom out effect.</p>
<p>Scene 4</p> 	<p>Displaying the effect of dew water falling from the object to make it look more attractive to the audience and accompanied by a zoom in transition effect.</p>
<p>Scene 5</p> 	<p>Display a still object and add a product description located on the left side of the product.</p>
<p>Scene 6</p> 	<p>Display the logo of the product with added zoom out transition effect and fade out effect.</p>

Table 2. Storyboard Foto

Scene	Information
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c. Material Collecting

This stage will take raw video and photos in accordance with the storyboard that has been designed. Also look for audio references on the YouTube platform that match the concept of the video and photos that will be designed.

d. Assembly

This stage is carried out starting from the selection of raw or footage that is suitable for use, then proceed with the process of combining footage or editing using a predetermined application. The author uses a 2017 Macbook Air with a 1.8 GHz Dual-Core Intel Core i5 processor and 8GB RAM capacity, then by recording videos using an iPhone 11 Smartphone. The software used is Adobe Premiere Pro CC 2020 to edit videos that have been recorded, and Adobe Photoshop CC to edit images that have been recorded.

e. Testing

After conducting the editing stage, the researcher conducted testing directly to the respondent, namely by comparing the test material that had been edited in a direct approach to the respondent. Respondents were asked several things that had been recorded by researchers to find out the results of the comparison between visual content.

The resulting output is in the form of two visuals, namely .png and mp4. This material is used as a consideration in choosing the right visual content. The test material is posted on an Instagram account with the account name @miloadvs in order to maximize testing to respondents and facilitate data collection and interviews.

B. Data Collection Technique

Data collection conducted in this study was carried out using a qualitative approach and type of research. According to Sugiono (2005), qualitative research is more suitable for the type of research that understands social phenomena from the perspective of participants[15]. In simple terms, this research is more suitable for examining the condition or situation of the object of research. This research is intended to get responses and opinions from each respondent in depth. In qualitative research, data collection techniques with triangulation are not applied to the use of population because this research is carried out from existing cases that the results of this research will not be used in the population, but rather used in the same social conditions in the case studied [16].

In the process of collecting data, the author uses several techniques, which will be described as follows

1. Observation
Observation is carried out by the author in order to observe the responses and conditions of the informants and record the necessary things[17].
2. Interview
Interviews are data collection through oral question and answer with sources directly[18].
3. Documentation

In this case, documentation is used in the form of sound recordings, photos and writings that are used as analysis tools and are carried out repeatedly with the aim of analyzing precisely and accordingly[19].

4. Triangulation

Triangulation is a data collection method that combines various data collection methods and existing sources. In simple terms, triangulation is considered an effort to check data in a study when researchers do not only use one data collection method to produce reliable and trustworthy data[20].

After carrying out the design, the researcher made a conclusion from the data results. The inference made is by sorting the data in accordance with the objectives of the research. After sorting the data, researchers presented the data in the form of narrative text, graphs, and tables. This was done by researchers to make it easier for readers to understand the research conducted. After presenting the data.

Results and Discussion

After designing the advertising media, the researcher immediately conducted interviews with several intended informants. Several informants have been interviewed and obtained results in the form of opinions and selection of preferred advertising media when the advertisement is distributed on social media platforms. The interview was conducted by asking questions about whether the informant chose photo or video advertising media and the opinion of the media selection. The following informant selection data from the interview results will be displayed in the following table:

Table 3. Responden

Umur	Foto	Video	Seimbang
12-25	8	19	3
>30	12	7	1
Total			50

From the results of the interviews conducted, there are several different opinions from each informant. From the age group of 16-29 years, it is known that most of their interest or interest in seeing an advertisement from the two media on average thinks that video media is more interesting than photo media because they are interested in visuals that display products with transition effects, music, and elements used in the video and make the impression look more interesting to see.

However, a small number of informants argue that photo media is more attractive than video media because photo media describes the product briefly and clearly and simply and the use of written elements and colors also looks attractive. There are 4 informants who have a balanced opinion in choosing the advertising media. They argue that in seeing advertising media, they have the same interest in the two media. Both describe the product interestingly.

Opinions generated from informants aged >30 years who mostly argue that photo media is preferred over video media because photo media describes the product more concisely and directly to the point of the advertisement. They choose what is practical and simple in determining and seeing something directly.

From the results of this data, it can be seen that advertising media in the form of videos is more in demand by teenagers down than photo media, most of whom already understand and understand how to view the elements of creativity and attractiveness of an object. While

photo advertising media is more in demand by adults who think that they prefer to see according to what is practical.

In this regard, other researchers [21] also argue that video media is considered effective in increasing the reach of Instagram users, which reaches 250 with an average profile visitor in the teenage range down after the video ad post is published

Conclusion

Based on the results of this study, it can be concluded that video advertising media is superior and attracts many enthusiasts. These enthusiasts are dominated by teenagers with an age range of 12-25 years. While media in the form of photos are in great demand by adults with an age range above 25 years. The use of colors, elements, and effects from the video has a big influence on a person's interest in seeing a video ad. This is very influential in social media which has been adjusted to previous research by [21], [22].

Researchers' suggestions for future research are expected to reach a wider range of informants in order to obtain more diverse information and data. It is also expected to be able to use qualified photo and video media to conduct research.

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