
EFFECTIVE COMMUNICATION IN ADVERTISING

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ABSTRACT

This study aims to determine how vital communication is in messaging in advertising and how to use effective communication for advertising delivery. The method used in this study is a literature review. The results obtained in this study are that advertising is a communication used to convey messages to many people. Importance of effective communication in delivering the message will achieve the purpose of the advertisement itself. The purpose of advertising is to change or influence the attitudes of the audience, in this case, the attitudes of consumers. The effectiveness of advertising can be seen from brand recognition, advertising is remembered, and the advertising message is understood. The higher the level at which the brand is known, the advertisement is remembered, and the message is understood, the more effective it will convey its purpose. In addition, communication is effective in delivering messages in advertising by using easy-to-understand word selection, attractive design, creative ideas, and big ideas that can get reactions.

Keywords: communication, effective communication, effective advertising, advertising messages

INTRODUCTION

A business, of course, is not spared from marketing activities, one of which is promotional activities. Along with the times, economic activities also feel the same, resulting in many new products and services. With the presence of many types of products, consumers can vary in meeting their needs. However, the increasing variety of consumer products also impacts consumer behavior, which will be more confused in determining which products he will consume. Moreover, when consumers feel confused in determining which product they want to choose, producers compete to grab consumers' attention by informing or informing and offering their products to become the products chosen in the competitive market. Hence, advertising services as a medium or way for producers to deliver and offer their products to potential customers.

Advertising is a form of product or service news from producers to potential consumers and a form of sponsorship that conveys information through the media. "Advertising is an

advanced communication process that brings audiences to the most important information they need to know" (Qalbi et al., 2014). According to Kotler and Keller (2009b:202), "Advertising is any form of paid impersonal display and promotion of ideas, goods or services by the chosen sponsor. Advertising can be a cost-effective means of disseminating information. brand preferences or to educate people." (Lukitaningsih, 2013). Based on the several definitions of advertising mentioned, advertising is a form of communication that a producer communicates to potential customers. Through a medium to influence consumers' feelings, beliefs, and attitudes towards a product or products from that brand being promoted.

The delivery of advertisements will establish communication between advertisers and potential consumers. With communication, there will be social relations, and we as social beings will live together or in society. By communicating, humans can interact with other humans. We cannot deny that communication is an activity that will always accompany us daily and in every activity we do. According to Anderson (1959), communication is a process by which we can understand and be understood by others. Communication is a dynamic process that constantly changes according to the situation at that time (Suprpto, 2018). Communication is the art of conveying information (information, ideas, attitudes, or ideas) from a communicator or broadcaster to change and shape the behavior (patterns, attitudes, opinions, and understandings) of communication or news recipients, managing and understanding the expectations combined. Communicating must be adequate so that the communicator can easily understand it. Effective communication can occur if the communicator understands the meaning of effective communication, the process, and the elements of effective communication (Suprpto, 2018).

Communication is the art of exchanging messages that can be done between two or more people so that the message can be conveyed properly or can be understood. Communication from Latin communications, which means to share or belong together. However, even though it has become our habit to communicate, in reality, many of us still need help to do it according to our original purpose, which will result in miscommunication or misunderstanding.

Following the previous explanation that advertising is a communication, advertising also only sometimes runs well. In delivering the message, advertisements can also experience events such as not conveying the purpose and purpose of making the ad. Therefore, it is essential to communicate effectively. Effective communication is communication that changes people's attitudes toward communicating. The purpose of effective communication is to make the information conveyed between the giver and receiver easier to understand, make the language clearer and more complete, balance the delivery and feedback, and train the use of nonverbal language (Suprpto, 2018).). Communication is likely effective if the message is received and understood by the sender as intended, the recipient then takes action, and there are no obstacles (Hardjana, 2003).

Effective communication is communication whose message can be understood by the communicator's intentions and makes it easier for the recipient to understand. Therefore, the delivery of advertisements must use effective communication. So that the message to be conveyed can be adequately understood. Therefore, this study wants to know how

important effective communication is in messaging in advertising and how to use effective communication for advertising delivery.

METHOD

The method used in conducting this study uses literature review, viewing, and searching for existing literature to obtain data that has previously been disseminated to the public regarding existing conditions. Field research includes searching for information through previous research journals and relevant supporting books.

The content of each material is in the form of journals, articles, and books relevant to the topic collected in the study, analysis, and synthesis to form a complete concept in answering research questions. The source the data comes from reviews of journals and previous studies. In this case, the study is carried out based on the collection of existing theories, then assembled into a theoretical framework to study existing phenomena.

RESULTS AND DISCUSSION

The Importance of Effective Communication in Messaging in Advertising

Advertising is the packaging of information in the communication process that is spread to influence and interest someone, a group of people, or anyone who wants to sell. The power of advertising lies in the sophistication and expertise in formulating or organizing messages that attract attention and can build an ordinary meaning between the sender of the advertising message and the audience (Susanto, 2014). The way to convey messages in advertising is to promote a product and show it to the broader community, who act as consumers. The mass media makes the general public know what products are in the advertisement (Rahmawati, 2017, p. 3).

In advertising, producers or advertisers can choose one or both media to convey the message they want to convey. These media are upper-line media (above the line) and lower-line media (below the line). Above-the-line media is advertising that uses primary media such as electronic media and print media. Top-line media has the advantage of reaching many audiences, but this also increases the costs that a company must spend on advertising. While other media are below-the-line media, these media are minor media used to advertise products. Although it is considered a minor medium, advertising in the lower-line media also has an essential role in an advertising campaign. Because the lower-line media, in specific ways, can be more effective, depending on the form of advertising and campaigns that the advertiser wants to carry out.

Creating messages and visualizations in advertising requires a complicated process of communicating information to an audience and must be careful. Therefore, the message in the advertisement is also measured through two indicators, namely (1) informative, which

refers to the advertisement being able to provide helpful information for consumers and audiences in general, (2) entertaining, as a comprehensive response from consumers, to the advertisements served (Daugherty, Logan, Chu and & Huang, 2007).

Using these two indicators, delivering messages in advertising can be effective communication. In addition to these indicators, the importance of effective communication in delivering messages will achieve the purpose of the advertisement itself. The purpose of advertising is to change or influence the audience's attitudes. In this case, of course, the attitudes of consumers. The emergence of advertising aims to introduce products and services to consumers so that consumers are affected. Therefore it will encourage changes in consumer behavior to be as desired by producers. In addition, advertising itself has several specific purposes, including forming an awareness of a new product or brand; informing consumers about the features and advantages of the product or brand; forming a particular perception of the product or brand; forming an appetite for the product or brand or persuading consumers to buy the advertised product or brand. These goals aim to improve consumer response to the company's offerings, ultimately resulting in a long-term sales profit (Bendixen, 1993).

According to Shapiro & Krishnan (2001), Till & Baack (2005) states that creative advertising positively affects the effectiveness of advertising and attitude toward brands. At this time, the notion of effectiveness is appropriate. An advertisement can be effective if it has achieved or carried out the objectives of the advertisement. Some advertising experts argue that for an advertising campaign to be effective, advertising must contain big ideas that attract consumers' attention, get reactions, and different products and services advertised by other products in the competition (Lee, 1999). Shimp (2000) states that massive investments in advertising show that many companies have confidence in the effectiveness of advertising. In general, advertising is valued because it is known as the executor of various communication functions that are important for business companies and other organizations. Where these functions include:

1. Informing, namely making consumers aware of new brands, educating them about various brand features and benefits, and facilitating the creation of a positive brand image.
2. They are persuading means that effective advertising can persuade customers to try the advertised products and services.
3. Reminiscent when advertising keeps the company's brand fresh in the minds of consumers.
4. Adding value. Advertising adds value to consumers by influencing consumer perceptions.

Factors that can affect the effectiveness of advertising include the use of endorsers (celebrities) as delivery of advertising messages, as stated by Herbert Kelman (Belk 1999, in Kusudyarsana 2004), which states that endorsers can be used by marketers in three categories, namely: credibility, attractiveness, and power. According to Schults & Tannenbaum in Shimp (2000), the effectiveness of advertising can be seen from brand

recognition, remembered advertising, and understood advertising messages. The higher the level at which the brand is known, the advertisement is remembered, and the message is understood, the more effective it will convey its purpose.

It measures the effectiveness of advertising in a way (Kotler: 2000): (1) The communication impact of an advertisement, namely its potential influence on awareness, knowledge, and preference. (2) Impact on sales This measurement is more difficult to measure than the impact of communication because many factors other than advertising, such as product appearance, price, availability, and competitors' actions, can influence sales.

Creative advertising will make the ad effective because, with a creative appearance, the advertising message will be able to influence the audience. Advertising creativity is a critical component of advertising, and some previous studies have explored the relationship between creative advertising and advertising effectiveness. The results of this study state that creative advertising positively affects the effectiveness of advertising and attitudes toward brands (Shapiro & Krishnan, 2001; Till & Baack, 2005).

Ineffective advertising delivery, it is also necessary to use effective communication. Several factors need to be considered to strive for an effective communication process, namely:

- Sensitivity to the receiver of the communication

This sensitivity is critical in determining the way of communication and the selection of communication media. Matters of an essential and personal nature are best discussed in person or face-to-face, thus reducing the presence of awkwardness and the possibility of miscommunication.

- Awareness and understanding of symbolic meaning.

Awareness and understanding of symbolic meaning are essential in understanding the communication conveyed. Communication is often conveyed nonverbally or better known as body language. Understanding body language, which can differ according to culture, will provide advantages in communication.

- Proper timing and feedback

Proper timing and feedback are essential, especially in communicating sensitive circumstances. Feedback makes communication more effective because it can provide certainty as to the extent to which communication held by a source can be received by the communicant (receiver). Face-to-face communication.

This kind of communication allows us to see our interlocutor well, see the body language, see the mimics of the interlocutor, and eliminate the length of the communication chain that allows for miscommunication.

Advertising effectiveness is the extent to which advertising can achieve the expected sales communication goals—measuring the effectiveness of advertising using the Hierarchy of Effects model to explain the process of audience response to advertisements

calculated using the CRI model by calculating the multiplication between the elements of the CRI model, namely: awareness, understanding, interest, intention (intentions), action (Aiwan, 2013).

Effective Use of Communication For Advertising Delivery

According to (Rokhmah & Anggorowati, 2017), advertising is a form of paid communication using a medium aimed at influencing customer feelings, trust, and attitudes toward a product or brand advertised. The use of effective communication for the delivery of advertising using easy-to-understand word selection, attractive design, creative ideas, big ideas that can get reactions, and can make advertising differences between product and service services in competition. Effective advertising must build a good public perception of advertising. At this time, the notion of effectiveness is appropriate. An advertisement can be effective if it can achieve or carry out the objectives of the advertisement.

According to Kotler and Keller (2009b:203), advertising objectives are specific communication tasks and the degree of achievement achieved with a particular audience in a certain period that can then be classified as follows:

Informative advertising aims at creating brand awareness and knowledge about new products or features of existing products;

1. Persuasive advertising aims to create the likes, preferences, beliefs, and purchases of products or services. Some persuasive ads use comparative ads, which make explicit comparisons about the attributes of two or more brands;
2. Reminder ads aim to stimulate repeated purchases of products or services;
3. Reinforcement advertising to convince current buyers that they made the right choice.

CONCLUSION

Based on what we have read carefully, advertising communicates between producers and potential consumers. Moreover, advertising only sometimes succeeds in conveying the message it wants to carry. Some experience things such as advertisements needing help to explain a product or service, resulting in these activities needing to be more helpful. For that, it is necessary to have effective communication so that the advertisement can be conveyed clearly and easily understood following what want to offer and can attract the interest of consumers. Effective communication in messaging is essential because, later, it will achieve the purpose of the advertisement itself. The purpose of advertising is to change or influence the attitudes of the audience, in this case, the attitudes of consumers. The use of effective communication for advertising delivery, some of which are by choosing words that are easy to understand, attractive designs, creative ideas, big ideas that can get reactions, and can make advertising differences between product and service in competition. Effective advertising must build a good public perception of advertising. An

advertisement can be effective if it can achieve or carry out the objectives of the advertisement.

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