

Creative Team Strategy in Marketing TVC BBM Advertising Content for Middle East

Alvin Atmadja, Ebnu Yufriadi

Abstract: This study is proposed to know the steps of creative process, concept determination, and segmentation research of BBM for middle east ads produced by PT VIP. This is a qualitative research type case study that uses the technique of collecting interview data in depth to the key informant who is a creative team at PT. VIP and using triangulation of sources, methods and theories of Wallas creative process as a technique of data validity. The result of this research is the creative process of this commercial video through the stages proposed by Wallas: preparation, incubation, illumination and verification

Index Terms Advertising, Creative Process, Wallas

1 INTRODUCTION

This is a research of the creative process of one television ad that has a unique character, BBM for Middle East. This advertisement is a BBM App brand promotion, a technology and internet-based messaging application with audience segmentation to be achieved is the Middle East region. This video ad is produced by a production house, namely: Vip - Visual Indomedia Production, a production house from Jakarta which is engaged in advertising video both television, digital, filler, etc. This BBM for Middle East ad video was done for 3 weeks with a total duration of the creative process of around 10 days since the first initial brief was lowered by objectively promoting the new BBM feature, namely retract message. This video tells the story of an employee who has a very hard and strict boss. At one time, the employee sent a wrong message to his boss and what made it even more frightening were the contents of the message as if to vilify his boss. This 30-second video takes place in an office with talents from various races ranging from Europe, China, Arabia and India. In the creative process carried out in making this video, the creative team from the production house tried to do research on the segmentation of the audience from the Middle East. In addition, they also conducted research around cultural and office trends in the Middle East. This is done so that the story is not made up and close to the audience. In addition to conducting research on Middle East audience segmentation, an understanding of the target market of BBM was also carried out where the target was professionals so that the creative process would meet bright spots about the character and place settings, namely: office. In addition to conducting in-depth research on audience segmentation and studying the briefs given by the client, the creative team then goes on to the next stage of building a story that begins with determining the basic premise of the story. Premise is an outline idea which is then completed with a storyline in a synoptic form.

This synopsis is then sent to the client to be studied and it is seen whether the story given by the creative team has represented the objective of the brand. After being approved by the client, the creative team will continue the synopsis into a storyline, a whole story, along with the brand application and the duration of the video. Broadly speaking, this research will focus on the pre-production process with the greatest concentration in the research process and the construction of story structures that are in line with the culture and style of the Middle East viewers. According to [1], creativity is a terminology that is no stranger to this day's life. The process of finding a new awareness of creativity must use the right media and extensive knowledge. There are many creative processes, all of which have stages between three and seven phases. One of the most logical is the four phases of the creative process of Graham Wallas, namely: preparation, incubation, illumination and verification. This creative process is already in the subconscious mind because basically everyone has the same level of creativity. Preparation: someone prepares to solve problems by learning to think, looking for answers, asking others, and so on. Incubation: at this phase a person carries out a temporary release of the problem. Basically, at this phase, the problem is not consciously thought out but it is kept in the pre-conscious realm. Illumination: this is the phase where "insight" or "aha Erlebnis" emerges or can simply be interpreted as the stage of the emergence of new ideas. Verification: in this phase, new idea or creation is tested towards reality. At this phase, a critical and convergent mindset is needed. A previous research was appointed by Nur Arsy Aulia entitled Creative Advertising Strategy of Fitbar Happy Version in 2013 from Mercu Buana University. The results of this research stated that the creative strategy of this product is to use the appeal of good taste and emotional attraction that characterizes people who experience and receive benefits after consuming Fitbar. This research together explains the strategy of the creative team in making advertisements. In addition to Nur Arsy Aulia's research, there is a research by Matius Djoevan Dacosta entitled Creative Advertising Strategy in Utilizing Webseries in 2017 from Telkom University. The results of this research showed that Creative Meaning forms soft-selling advertisement, the AXElerate webseries ad format: The Series relies on stories that can educate viewers so that they can be inspired by the stories that have been displayed about brand ambassadors and ultimately psychological benefits in advertisements formed with this webseries format can keep AXE Indonesia in mind through representation of brand ambassadors for their image inherent in each variant of the AXE product. Based on the

- Alvin Atmadja, Mass Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
- Ebnu Yufriadi, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480. Email: ebnu@binus.ac.id

description of the research, the problem formulation in this study is how the Creative Team Strategy is In Making Advertising Content TVC BBM For Middle East

2 RESEARCH METHODOLOGY

This research uses qualitative descriptive in conducting and analyzing data. Kirk & Miller [2] define qualitative research as a research that is generally used to examine people's lives, behavior and social activities. A qualitative research must be based on a set of methodologies that are relevant to the subject matter raised so as to produce a conclusion obtained scientifically and validity can be accounted for. This type of descriptive research aims to describe systematically, factually, and accurately about the facts and characteristics of a particular population or object. Researchers already have conceptual concepts and frameworks. This research is to describe the reality that is happening without explaining the relationship between variables. [3]. In this research, the method used is a case study research method. According to Creswell in [4], case study research is research conducted on an object, referred to as a case, which is carried out completely, thoroughly and deeply using various sources. The types of data included in this research will be grouped into two, namely: Primary data: it is the main data that is used directly to assist in answering the focus of research. In this research, the main data will come from the results of interviews of research subjects that have been determined based on the field of work. In this case, it's the creative team involved in the pre-production process of the BBM for Middle East project. Secondary data: it is complementary data that will support primary data in answering the focus of research. Secondary data in this research are data derived from literature studies and BBM brief projects and revisions given to creative teams, storylines, mood boards and scripts. Fulfillment of this secondary data will serve as a scheme for the creative team to complete this project. This research will conduct data collection techniques using semi-structured interview techniques, where the questions given to informants are open ended and lead to the depth of information. Usually, this technique is equipped with skilled techniques on the basis of attracting techniques and sequencing. In addition to conducting in-depth interviews, this research also obtained data from the direct observation process of the subjects to be studied. Data analysis techniques used in this study include making coding, presenting data and making conclusions. The first stage starts from coding. The definition of coding is reducing the data that has been collected, rearranging and mixing into one as a whole taken from the theory. The stages in making coding are: Open Coding This stage is an activity to recapitulate the data that has been obtained. This recap activity will contain the same idea which will be given the same label name. The same label will be re-coded and will produce a category with the same characteristics. This is called categorizing. Axial Coding This stage starts with collecting data from open coding. Data from open coding that are still common are regrouped by making the main categories which are given new labels. In this case, the data has separated into the main categories that are interrelated with each other. Selective Coding This stage starts with the main categories of axial coding. These categories are interrelated with each other and this has a core variable called the core category. In another sense, this stage finds the essence of the data that has been collected. Judging from the research method and

problem variables in this research, the triangulation method used is the triangulation of data sources. The use of data source triangulation is done by examining documents relating to the TVC BBM for Middle East project, including: interview transcripts, briefs and feedback from clients during the conceptual process, mood board, two column scripts, storylines, etc., so that this research achieves a valid result and can be justified.

3 RESULTS AND DISCUSSION

The results of the research which will be presented are the results of research as participant observation and semi-structured interviews conducted with two internal informants namely creative seniors and Producers from PT. VIP, supported by documents relating to the TVC BBM for Middle East project, including: transcript interviews, Briefs and feedback from clients during the conceptual process, mood board, two column scripts, storylines, etc. as the validity of data through triangulation of data sources.

1.1 Research Result

The results of the research are the results of research by conducting observations and semi-structured interviews with two informants who are one of the creative teams and producers in PT. VIP, who is responsible for the concept of TVC BBM for Middle East. The results of this research include several things, including: the creative process carried out during the pre-production process of TVC BBM for Middle East is a long stage consisting of brand research, market research, product research, development of ideas and stories, preparation of storylines and storyboards. The Stages of Creative Process Performed in TVC BBM for Middle East The Process of Determining the Basic Concept of Stories in the Production of BBM for Middle East The Research Process As the Foundation of the TVC BBM for Middle East Concept

1.2 Discussion

After conducting a structured interview with the informant who is a VIP employee that holds this project as creative team and is responsible for the concept of TVC BBM for Middle East video it can be seen that the creative team is a frontline division in a project. They are the first hand to gather the materials that will be compiled into a whole story that can be enjoyed by everyone. In accordance with what was stated by Robert (2017), a creative division will be led by a creative director who is fully responsible for the creative results of the product being worked on. The creative director will supervise and review the copywriters and art directors who are structurally under his leadership. Copywriters are part of the creative team that are responsible for developing verbal messages while art director is a member of the creative division who is responsible for nonverbal visual elements, such as design that is in accordance with the product. However, the organizational structure of PT. VIP is slightly different from what Robert said. There isn't any creative director who is responsible for supervising the creative team at PT. VIP. The task is carried out by a position called Head Creative. In terms of concept making, the creative team of PT. VIP carries out a creative process to produce a concept or story idea that fits the needs of the brand with a good concept. Based on the results of the research, the process pattern of thinking and discovering new concepts described by informants have similarities with the creative process theory that was

introduced by [1] in his book "The Art of Thought" where he argues that the creative process carried out by someone is an activity consisting of 4 stages to achieve a good concept. The stages of the creative process carried out by informants in accordance with the theory described by Wallas [1] are: Preparation Someone prepares to solve problems by learning to think, looking for answers, asking others, and so on. This stage shows a process before making a concept where the informant (in this case, the creative team of PT. VIP) conducts the preparation phase which is marked by the stage of receiving and understanding the brief received from the client. In this stage, they usually conduct research and they have answer many questions arise by themselves so as to produce a good creative concept that reflects the objectivity of the brand itself. This stage is the basic stage that is carried out with the aim to gather information and knowledge which hopefully supports the concepts and story ideas that will be created. The process of research conducted by informants includes: Research on the image brand where research is conducted to find out the general and specific description of the BBM brand. Through this process, BBM App is known as the application to send private messages that have a target market of professional workers who are urbanites. Besides that, the BBM app is also an application to send messages with unique selling points in terms of privacy security. This research is done by visiting the BBM App website. Research on the target audience where research is carried out with the aim to know the characteristics of viewers in the Middle East, the genre of video that often appears in the Middle East, issues that are often raised in advertisements in the area. This research was conducted by looking for advertising videos on the Middle East broadcast area. Research on the habits and culture of Middle Eastern people in terms of office life and research on products are done by directly simulating BBM App products, especially Retract.

2. Incubation

At this stage, a person carries out a temporary release of the problem. Basically, at this stage the problem is not consciously thought out but keeps it in the pre-conscious realm. This stage occurs after the deadlock mentioned by the informant appears. Incubation was also marked by the informant's statement about how he deals with the deadlock which is by walking out of the room and making the mind relax. Without realizing, the informant was in the incubation stage or the phase of temporary release of the demand for creative concept solution. Unconsciously, the informant is actually still thinking about the way out of his creative concept but the thought process takes place in the subconscious so that sometimes the process of finding a solution comes suddenly.

3. Illumination

This is the stage where "insight" or "aha Erlebnis" appears or can simply be interpreted as the stage of the emergence of new ideas. The informant stated when the mind and all of its burdens were released usually the solution and completion of the deadlock suddenly came and felt reasonable. This stage is called aha moment, the stage where solutions come suddenly. Aha moments are usually depicted with visual signs of people who seem to think and then suddenly snap their fingers and smile as if getting inspiration. This stage is also explicitly told by the informant, where after the research to complete the deadlock in managing the concept is obtained, the informant

gradually breaks down the deadlock and gets the idea used. Verification This stage is the stage of testing new idea or creation towards reality. At this stage a critical and convergent mindset is needed. The Wallas verification stage was translated by the informant as an idea test activity where he presented it to surrounding people about solutions that he found through incubation and elimination stages. In this case the informant shows an attitude and mindset that is critical even to the idea. This is reinforced by the statement about ideas that have been thrown to the general public is a joint work so that a creative person should not be selfish and feel his taste is the best and right (Wallas, 2012).

4 CONCLUSION

Qualitative Research on Creative Team Strategies in Making Content of TVC BBM for Middle East Ads as a Television Commercial Advertisements using the case study research method and interview data collection techniques finds out a lot about how an audio-visual work can be done which begins with a long process of thinking and structured in a system called the creative process. This research uses triangulation of data sources to obtain valid and scientific research results and does not contribute to the bias that often occurs in the research process. This research draws conclusions through coding data analysis techniques so that it is expected to get the results of scientific data so that it can be managed in data processing and the stage of drawing conclusions. In the process of managing data, this research verifies the sources of information, conducts data collection with various techniques including semi-structured interviews and observations of research objects and leads to the main theories used in drawing conclusions. Based on the results of the processing and discussion of the results of the research it can be concluded: The steps of the creative process carried out by the VIP creative team in outline can be identified into four stages of Wallas creative process, namely: preparation, incubation, illumination and verification. The preparation process occurs when the creative team receives briefs from the client and performs the brief translation process so that it becomes simpler and ready to be processed. In this preparation process research activities will be carried out which will become a reference material for writing story concepts. At one point, the creative team faced a deadlock which forced them to take a break, this process is an incubation phase which is usually sooner or later followed by a phase of illumination or aha moment where the answer to the problem comes suddenly. After inspiration came the creative team continued by writing story ideas in the form of storylines and sent them to clients to be seen. Before reaching the client, the VIP creative team performs the verification stage, which is to test whether their story is understood by others. Determination of the basic concept of the story in this project is carried out through a process of communication between the production house with the client. First, VIP creative team gives two choices of alternatives to the client so that they have the freedom to choose the story that is most suitable for their product. The client then determines the story with the background of office life where an employee mistakenly sends a message to his boss who is very hard and strict because this story reflects their product description in a generic manner. The research process carried out on this project includes market research, audience research and product research. Market research and audience research are conducted by

looking for commercial video references that appear in the Middle East, community culture, norms adopted by Middle Eastern communities, etc. While product research is to try the retract product directly so that the creative team gets the right picture of product usage. This research can help further research deepen how the creative process of advertising content is made. Researcher also hopes that this research can be used as a reference for future researchers.

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