Workflow Of Socialization Media Creation About Ad Aware For Teenagers In Junior High School

Ahmad Faiz Muntazori, Winny Gunarti W.W., Rina Wahyu Winarni

Abstract: Ad consumption among teenagers may have an impact on consumer lifestyle. To anticipate, it would required the creation of a medium of socialization about ad aware in school. The purpose is so that the teens can be selectively consume ad. This study used a qualitative approach and design sociology to describe workflow processes of socialization media creation in junior high school environment. As part of the solution to the problem among teenagers, this study also formulate attitudes for teens to consume ad.

Keywords: Workflow, socialization media, ad aware, teenagers.

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1 INTRODUCTION
WORLD of advertising has become a global discourse. Every day, various people, both adults, teenagers, and even children also consume a variety of advertising, whether through print and audiovisual media. Advertising through mass media is considered more persuasive because it can communicate through the power of the visual language of the text and moving images, and can be accessed at any time. It is as said by Giles [1] that the media can not be separated from the two aspects of civilization, namely technology and culture. Significant impact - along with the increasing consumption of advertising through the media - it also develops the consumptive lifestyles in society. This study specializing in consumer lifestyle issues among teens who are affected by commercial advertisements. The magnitude of the effect of advertising on consumer lifestyle among adolescents is a social problem that needs to be addressed. It required the creation of a medium of socialization in the school environment, particularly the dissemination of ad aware knowledge for teenagers, so they are not easily pushed on consumer behavior. It is necessary to find a solution, because the teens in the school environment still requires education in addressing the invasion of commercial ad in mass media. Conscious effort to socialize about ad aware can be done through the medium of socialization that are disseminated in the junior high school. The problems discussed in this study is, how the workflow process of the creation of a medium of socialization about ad aware in order to encourage knowledge of teenagers? Socialization media creation workflow is required as the process of interaction in learning.

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2 METHOD AND THEORYTICAL FRAMEWORK
This study uses qualitative with design sociology approach. Data was collected through literature study, observation and interviews. The study is to formulate a workflow process in the creation of a medium of socialization in the junior high school. This study is the community service activities to teenagers in junior high schools, SMP Triguna, Depok, Indonesia. This private school is located at Jl. Jati Raya, Kp. Sidamukti Sidamukti Rt. 002 Rw 021, Depok, West Java, in a suburb of Satellite City Depok that being developed into a city of education.

2.1 Sociology of Design
Design sociology is the science that studies the behavior of individuals or group of people for the purposes of social analysis and provide input to the perpetrators of the design as a basis to seek a way out through a new social policy or through the work of the design approach [2]. The workflow of the creation of socialization media about ad aware can help teachers to find solutions to the problem of ad consumption attitudes in teenagers. This dissemination can also be an educational tool that encourages students to discuss its contents, so interactively communicative can gain new insights about the ability to read advertising messages.

2.2 Socialization Theory
In the context of the problem of consumption of advertising on teenagers, the basic theory of socialization which is used to create the socialization media about ad aware is based on theoretician symbolic interactionism, the more dynamic process that allows humans develop the ability to think, and to develop the human way of life of its own [3]. Socialization through appropriate media is important, because in the socialization process of understanding not only to understand the meaning and symbols, but in how they learn in the process of interaction. This process needs to be created in the school environment.

3 DISCUSSION

3.1 Teens and Ad Consumption
Lifestyle according to Indonesian Big Dictionary (KBBI) is defined as the behavior of a party or a group of people in their everyday communities. While the consumer is defined as consumption, user and does not produce itself. Thus, the consumer lifestyle can be defined as a group of people's behavior in consuming something, the desire to acquire and use goods or services tends to be excessive. Research on

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consumer lifestyle among teenagers ever undertaken by Chacha Andira Sari [4] on anthropology student at Airlangga University in Surabaya. The results showed that there was a trend for shopping online with an intensity of at least once a month. There was also research by Erli Ermawati and Indriyati E.P. [5] from the University Sarjanawiyata Tamansiswa about teenagers in SMPN 1 Yogyakarta. The results showed that consumers behavior associated with the concept of self. The higher the self-concept in teenagers make the lower the level of consumers behavior and vice versa. While research on the lifestyle of students in Depok area has also been examined by Syaiful Achmad Ramadhan [6], which results indicate a link between efforts to raise self-esteem through the purchase of expensive clothes. This study was conducted observations and interviews with a number of teenagers in SMP Triguna Depok. The results show that teenagers tend to be attracted to consume cosmetics ad on television because they want to look more beautiful and attractive. Then, the teenagers tend to consume clothing and footwear ad, also affected to do online shopping because they do not want to look old-fashioned and want to always look fashionable. While the observations and interviews of snack advertisements consumption showed that they tend to want to buy because compelled to try and taste new foods as offered by advertising.
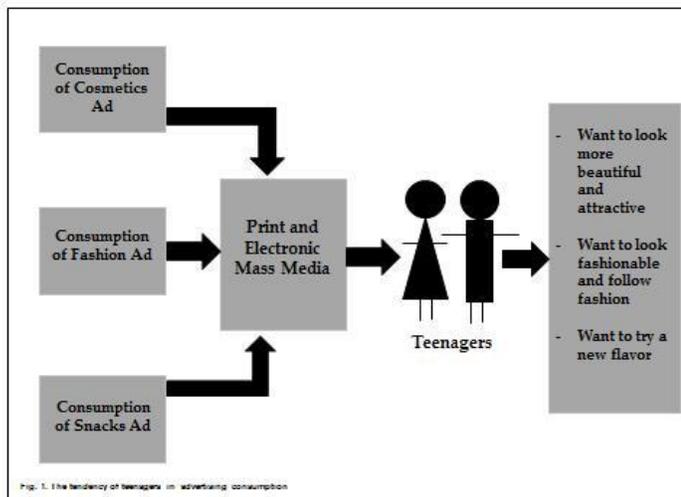

Fig. 1. *The tendency of teenagers in advertising consumption*

The results of the literature study, observation, and interviews above shows the influence of advertising on consumer lifestyle among adolescents. It underpins the importance of the creation of a medium of socialization in the school environment. The creation process that should be planned in the workflow so that the target as expected.

3.2 Workflow Model of The Medium of Socialization

The activities to implement socialization media can be useful for teachers in the junior high school. This is in line with the educational program of the government, based on Law No.20/2003 on National Education System Chapter I Article 1 Paragraph 1, which states that education as a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners actively developing their potential. The school environment can play an important role as a location of socialization media for addressing the problems of ad consumption by teenagers in the mass media

such as television, magazines and online media. Socialization media placement in the school environment, such as in the classroom or in the school yard can create a process of interaction between teachers and students, students with students, or teachers with teachers. Submission of information and interaction through the medium of socialization, both in the classroom and outside the classroom, can occur gradually, and nearly every day at school hours, making it more effective. The medium of socialization can be designed in various shapes and sizes. The suggested media in this study are posters that can be installed in every classroom in the school environment, and banners for outside the classroom.
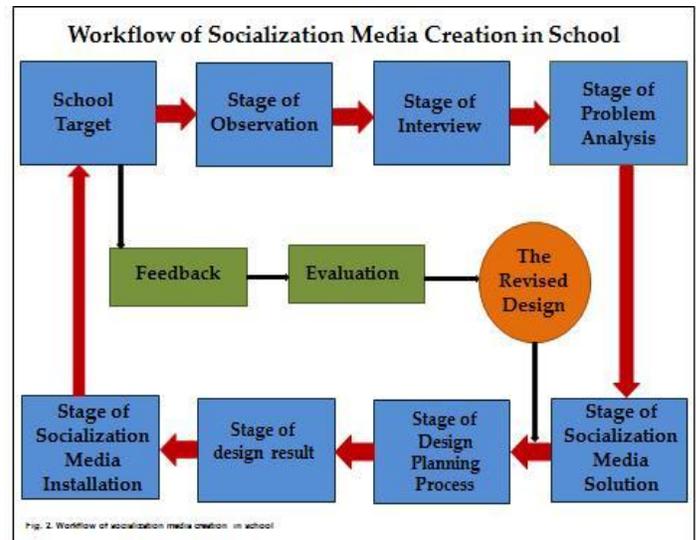

Fig. 2. *Workflow of socialization media creation in school*

Workflow chart above shows the nine stages that must be done, as described as follows:

1. Stage of target school election, the research team set a school to be targeted as a location of socialization. Selection of target school can be based on the survey, the recommendations of the community, or because of limited facilities owned by the school.
2. Stage of observation, the research team conducted field studies to observe the school environment, the human resources available, the feasibility of school facilities and infrastructure, as well as the needs of the socialization media.
3. Stage of interview, the research team conducted interviews with school leaders, teachers, but especially with the students in the school environment related to their habits in consuming advertising.
4. Stage of problem analysis, the research team analyzed the cases encountered in the field and from the interviews with students. Data were analyzed to look for solutions appropriate media.
5. Stage of socialization media solutions, the research team formulate design solutions in the form of media forms of socialization that fit the needs of the school.
6. Stage of design planning process, the research team make the basic concept of design. The design includes the selection of appropriate visual style. In the study for adolescent readers, the visual style that matches usually a caricature style. In addition, the selection of contrasting colors, and the type of dynamic typography.

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Layout poster customize the message content to be displayed on the socialization media.

7. Stage of design result, the research team completed the socialization media design and submit it to the school

8. Stage of socialization media installation, the research team put up posters in the classrooms and in the school environment.

9. Stage of evaluation and feedback, the research team needs to evaluate the medium of socialization that have been made by gathering feedback from the students. If the feedback is not in accordance with the objectives to be achieved, the researchers need to revise the design media.

3.4 Poster As A Medium of Socialization
Solution for media socialization in this study are the posters which pasted on the walls of the classrooms. The choice of the poster is based on the characteristics and advantages of the poster, which is [7]:

1. Provide comprehensive impression of the information message.
2. Able to attract the attention of people who see it.
3. Displays ideas through visual facts.
4. Having a visual power that encourages the reader to follow the flow of information in the poster.
5. Visualized dynamically and can bring surprises through images, text and colors.
6. Allow the reader captures information in a short time.
7. Information layout area quite spacious and eye catching.
8. Do not costly in production.
9. Can be produced in large quantities, so it can be wider dissemination of information.
10. The strength lies in its visual elements of color, images and text are more dominant.
11. Messages are presented briefly, making it easier for the reader to understand the contents of the message.
12. Easy to install and pasted everywhere, and can be taken practically.

As a poster supporting media can be added some banners placed outside the classroom, such as in the area of the teacher's office or at the arena break of students.

3.4 Socialization of Attitudes To Consume Ad
Based on the analysis above, the content for the medium of socialization that will be installed in the school environment includes information about the attitudes needed by teens in consuming advertising. This study formulates seven major attitude that needs to be disseminated via the posters, which are:

1. Be selective about the advertisements in the print and audio-visual media.
2. Be critical of advertisements that contain pornography, racial intolerance, or abuse.
3. Be not easily tempted on advertising food products that are harmful to health.
4. Tidak mudah terpengaruh pada visualisasi gaya hidup yang tidak sesuai lingkungan budaya.
5. Be always alert to the beauty ad that promise instant effect.

6. Being able to control ourselves in shopping online
7. Being able to sort out the advertising messages that contain positive and negative values

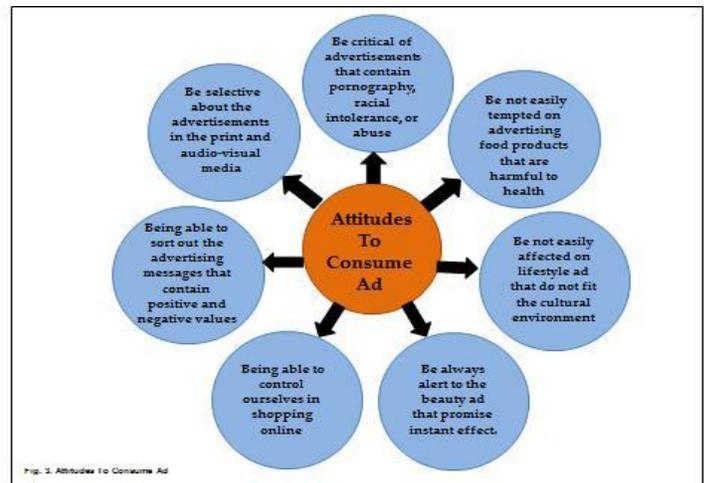Briefly, a chart about the attitude in consuming advertising can be described as follows:

Fig. 3. *Attitudes To Consume Ad*

4 CONCLUSION
This study could be used as a basis of reference in planning workflow, especially in the creation of a medium of socialization. Media socialization about how to eat wisely advertising is indispensable for teenagers in the school environment in order to reduce the consumptive lifestyle. Creation of socialization media can also provide knowledge to people in the school environment that design can be used as solutions to problems. Socialization media such as posters and banners that are applied in the school environment as well as to encourage opennes space of discussion and creativity in learning, and build awareness on adolescent self to be more selective in consuming advertising in the mass media. Learning about the awareness of the ad, through the medium of socialization is expected to encourage youth as the future generation to be more productive in the face of rapid development of the advertising industry.

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