

Designing Verbal Message And Visual Media Of *Quick Chicken*

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Abstract Quick Chicken currently exists on more than 8 islands, more than 17 provinces, more than 220 outlets. Compared to similar fried chicken outlets, Quick Chicken outlet designs are more attractive because they use the concept of selling in containers. The advantages of Quick Chicken are offering a menu that is a combination of traditional and western, in addition, Quick Chicken also offers larger pieces of chicken than its competitors, namely *Hisana* and *Sabana*. Currently Quick Chicken is experiencing a decline in sales. This happens because the promotion done has not been able to make the target audience aware and loyal. The question research is how to design verbal message and visual media as the solution for the problem above. Semantics is used to define the verbal message, while advertising theory is used as the the grand theory of visual media. The metode used is qualitative descriptif. The result is as the recommendation design of the verbal message and visual media as the solution for the problem using AISAS. The conclusion is with the design of Quick Chicken promotion, it is hoped that being able to be a solution to identified problems, and it can also be a reference for similar problems as well.

Key Words: Semantics, verbal message, Visual Media, Quick Chicken

1. Introduction

Various types of culinary available today, fried chicken (fried chicken) which is a fast food is one of the many culinary offered by culinary business people. That is because fried chicken is easy and fast in its processing. Fried chicken is a food originating from Africa, where Africans who work as cooks adapt chicken recipes brought by immigrants from Scotland who bring recipes to southern American soil with additional spices that are not found in their community menus. The menu is a special menu and is often served at special events (Febrianindya in Anjarsari, 2017). In Indonesia, successful international companies in the fried chicken business are McDonald's, A&W, KFC and so on. Fried chicken feet appear because there are people who want to taste world-class fried chicken at a more affordable price. Fast food business is the right choice for culinary businesses. Current developments make people tend to have a busy and high mobility and often spend time outside the home so they need fast food as a solution to their problems.

At present the government often advises the public to prioritize buying domestic products. According to President Jokowi the quality of the products of the nation's children can compete with imported products. One of the nation's food products is Quick Chicken. Bedi Zubaedi is the founder and leader of Quick Chicken which was founded in 2000 in Demanga, Yogyakarta. He is a professional worker in the culinary industry. Quick Chicken currently exists on more than 8 islands, more than 17 provinces, more than 220 outlets.

Compared to similar fried chicken outlets, Quick Chicken outlet designs are more attractive because they use the concept of selling in containers. The advantages of Quick Chicken are offering a menu that is a combination of traditional and western. Based on the data collected, currently Quick Chicken is experiencing a decline in sales. Based on the results of the research that the authors did by distributing questionnaires and interviewing the Quick Chicken target audience in Bandung as the scope of the research, they claimed they did not know Quick Chicken. Based on this, the researchers assumed that the promotion carried out did not reach the Quick Chicken target audience as a whole as a result of only using one media campaign. According to Sandra, Miroarty, Nancy Mitchell, and William Wells, they argue that it is rarely able to reach 100 percent of the target audience with just one medium.[6]

In solving the Quick Chicken problem, a creative strategy is needed. So that, the message delivered is clear and interesting using the right media, in order that the target audience takes action to buy and ultimately impacts on increasing sales.

2. Rationale

2.1 Semantic

Semantics as a study of meaning is the center for learning meaning in the communication process. This makes semantics a very important factor in social organization. The need to understand it is emphasized [3]. Semantic is the study of meaning [4]. In line with this, other experts reveal that semantics is a linguistic study

that includes morphem, words, phrases and sentences [1]. An attempt to understand the nature of language is to try to describe or explain in a way that linguistic expression has meaning.

2.2 Advertising

Advertising is part of marketing communication, which is used by companies or sellers to reach consumers to deliver messages. Advertising is a message delivered through the media. If consumers give feedback as expected by advertisers, then the ad is effective [6]. According to Moriarty, Mitchell, and Wells [6] advertising is a form of complex communication aiming to pursue goals in advertising, which are usually in the form of messages using strategies so that products can influence consumers' thoughts, feelings, and actions, in the hope that they will react.

2.3 Creative Strategy

Creative strategy is a basic strategy in making advertisements, both content (content) and visualization of advertising. The can be made creatively so as to achieve the goals as expected optimally [2]. Strategy is a plan, direction, guide, or series of actions for the future; Also patterns, or consistency of behavior over time[10]. Whereas according to Higgins and Vincze in Tjiptono [10], strategy is the main organizational plan for action in order to achieve organizational goals. Strategy is a plan, direction, guide, or series of actions in order to achieve organizational goals. Based on the two theories the strategy is a plan or series of actions in order to achieve a goal.

2.4 Media

According to Monle Lee and Carlo Johnson in Kertamukti [2] planning media is a process of directing messages to audiences at the appropriate time and place and using appropriate channels. Planning the media must consider:

1. Target audience.
2. When and where they are reached.
3. The number of people who will be reached.
4. Need to reach them many times.
5. How much does it cost to reach them.

The AISAS method is a method used in the process of designing media so that the target audience gets information and makes purchases with planned steps. The first is attention so that the target audience is aware of the existence of a product or service. The second is interest to attract the target audience and then the third is the target audience to search for products or services. Fourth, the target audience makes an action which is the success of their observation of the product or service. And the fifth is the target audience to disseminate information to others with word of mouth methods or testimonials on social media based on their experience in using products or services [8].

2.5 Visual Communication Design

According to Supriyono [9] Communication used for business and industry can be said to be visual

communication design, advertising and how to sell products can be a job of a design, because it is useful to build the brand of a product and the identity of the desired product, and visual for publication. Design elements proposed by Supriyono [9].

3. Method

The metode used of this research is qualitatif descriptive approach. In collecting the data, researcher using several way, namely obeservation, interview, Questionnaire, Documentation, and literature study for bbsservation, Researchers made direct observations by visiting Quick Chicken outlets and observing sales activities and Quick Chicken consumers. Questionnaire, researchers distributed questionnaires both directly and online through social networks such as line, whatsapp to the Quick Chicken target audience in Bandung to find out how much they understood Quick Chicken. Interview, interviews were conducted by Quick Chicken to find valid information about the company and products. In addition, interviews were also conducted with the target audience to find out their insights. Documentation, researchers documented during the research in the form of photographs. The documented object is the activity of the reasearchers in conducting research. Literature Study, is conducted by taking the required data through the relevant literature as a reference. In the form of books, journals, papers, articles and internet and quoted according to the rules of correct quotation.

4. Results and Discussion

The purpose of the communication of this design is to tell the target audience about Quick Chicken so that it grows their awareness, then modifying the behavior of initially disloyal consumers becomes a subscription. With the design of this promotion, it is hoped that the target audience and consumers will be able to take purchase actions which will certainly have an impact on increasing sales.

Insight from the target audience is, they want fried chicken at an affordable price but still having excellence. Based on this, the message to be delivered is "bigger, fuller". The message was obtained from the incorporation of insight and uniqe selling points Quick Chicken, namely the advantages of larger pieces of chicken, able to answer the target audience. The message contains information if you want fried chicken that is "more" (bigger chicken and more affordable) then Quick Chicken is the right choice.

4.1 Concept of Verbal Message

Verbal message comes from the analysis of product benefits and insight of the target audience which the Product Benefit:

Fried chicken with a blend of traditional and western flavors

Uniqe Selling Point:

Has a larger chicken size

Meanwhile the insights are:

Needs: Want to eat fried chicken

Insight: Want to eat delicious fried chicken, cheap and easy to reach (taste is not inferior to the famous brand)

So that the statement could be created is:

Fried chicken with large chicken pieces and a blend of traditional taste with westerns and prices that can be reached by all people is perfect for those of you who want more. So that verbal Message is *Lebih Besar Lebih Kenyang* (Bigger, fuller)

Verbal message was obtained from the incorporation of insight and unique selling points Quick Chicken, namely the advantages of larger pieces of chicken, able to answer the target audience. The message contains information if you want fried chicken that is "more" (bigger chicken and more affordable) then Quick Chicken is the right choice. *Lebih besar, Lebih kenyang* is used as tagline as well.

Semantically, *lebih besar* (bigger) could have meaning more than the usual size, it tends to the size/volume of the chicken itself. Meanwhile *lebih kenyang* (fuller) could have meaning more satisfied eating. If these two phrases combined has meaning that the target audience will get more benefit by buying quick chicken. They should not have to spent much money to buy another chicken to get more chicken. It relates to the insight of target audience that needs bigger chicken with affordable price.

4.2 Concept of Visual Design

4.1.1 Design References



Figure 4.1 Visual reference
Source: Pinterest and Google.com

4.1.2 Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ (bold)
abcdefghijklmnopqrstuvwxyz (medium)
1234567890 (book)
!@#\$%^&*()_+{}|:;?>< (light)

Figure 4.2 Font Gotham

Source: Authors' Documentation

ABCDEFGHIJKLMNOPQRSTUVWXYZ (condensed)
abcdefghijklmnopqrstuvwxyz (reguler)
1234567890 (italic)
!@#\$%^&*()_+{}|:;?>< (bold)

Figure 4.2 Font Myriad Pro

Source: Researcher' Documentation

4.1.3 Color



Figure 4.3 Color and Logo of Previous Research
Source: Researcher' Documentation

The dominant color used refers to the color of the Quick Chicken brand that has also been used in previous promotions. The red and white colors emphasize that Quick Chicken is authentic Indonesia and Indonesia's pride. While the yellow color gives the impression of being cheerful and happy. The color above will become mandatory in all promotions that will be carried out.

4.2 Design results

4.2.1 Attention

Printed Poster

This poster provides detailed information about menus and prices, and calls for playing games with prizes expected to make the target audience aware and interested in finding more information.



Figure: 4.2.1 Design of Printed Poster as Attention

Source: Authors' Documentation

Social Media (Instagram)

Uploading on social media is a reminder for the target audience who always open the gadget in all their activities. Promoting the use of social media actively is expected to make Quick Chicken always in the minds of the target audience.



Figure: 4.2.2 Desain of American Penyet Menu

Source: Researcher' Documentation



Figure: 4.2.3. Design of Ayam Maraton Menu

Source: Researcher' Documentation



Figure: 4.2.4 Design of Ayam Crispy Menu

Source: Researcher' Documentation

Flyer

Flyers will be distributed at malls, tourist attractions (asia-africa Street, gazibu park, braga area, etc.), schools, campuses.



Figure: 4.2.4 Design of Flyer
Source: Researcher' Documentation

4.2.2 Interest
Printed Poster

At this stage the author designs a poster with a hyperbole softsell style that reintroduced unique selling points from Quick Chicken. The message from the poster is because Chicken Quick Chicken has a large size so when you eat it the mouth becomes full and the sauce will fall apart.



Figure: 4.2.5 Printed Poster Design
Source: Researchers' Documentation

Mobile Ads

Installing ads on mobile ads aims to make information more widely spread so that more target audiences are expected to be aware of Quick Chicken.



Figure: 4.2.6 Mobile Ads
Source: Researchers' Documentation

4.2.3 Search

Social Media (Instagram)

Uploading on social media is expected to be able to make the target audience to come to the place of food trucks will be present.



Figure: 4.2.7 Food Truck Poster Design
Source: Researchers' Documentation

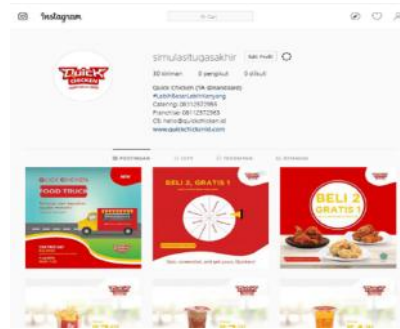


Figure: 4.2.8 Printed Poster Design
Source: Researchers' Documentation

4.2.4 Action

Food Truck

The existence of a food truck in this promotion is the completion of the identification of the 3rd point problem where previously the target audience found it difficult to reach outlets that only had 6 in Bandung. With the existence of a food truck, it is expected to be a solution for the target audience as well as an opportunity for Quick Chicken to be closer to consumers as well as a media campaign.

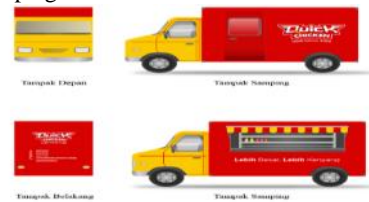


Figure: 4.2.9. Food Truck Poster Design
Source: Researchers' Documentation

X Banner

X banner will be installed together with the food truck. The function of this x banner is to tell the target audience about the menu, price, and address of the Quick Chicken outlet.



Figure: 4.2.10. X Banner Design
Source: Researchers' Documentation

4.2.5 Share Merchandise

The selection of merchandise is based on an analysis of the target audience where these items are needed by them in their activities. When the target audience using merchandise from Quick Chicken is expected to be part of the Quick Chicken promotion



Figure: 4.2.11. Note book, Toteba, and Tumbler Design
Source: Researchers' Documentation

Referring to the previous promotion design, Quick Chicken has done several promotions ranging from social media, sponsorships and events. However, this has not significantly affected consumer loyalty and the low awareness of the target audience. The impact is this still does not have a significant effect on product sales. Even Quick Chicken has decreased sales. The analysis of the problem is only using Instagram as a promotional medium that actively provides information about the product. In addition, the media strategy design method is deemed inappropriate because it is not adjusted to the activity, opinion, and interest of the target audience in accordance with the theory.

5. Conclusion

Accordance with problem identification to design, it can be concluded that based on the analysis, Quick Chicken established for 20 years with the promotion carried out is still not able to make the target audience aware and loyal. The use of message strategy is very important to attract the target audience in accordance with the insight target audience combined with the USP, and benefit product. Using right strategy of visual media as the medium to attract target audience is very important to increase the sales as one goal of promotion.

The use of food trucks is as the main media considered appropriate because it can reach more target markets as well as a media campaign. Social media is the main media based on the analysis of the target audience which is the X and Y generation, one of whose characters is connected through social media. In addition to social media, the use of supporting media will also greatly help this promotion to be integrated and can have an impact as expected.

With the design of this Quick Chicken promotion, it is hoped that being able to be a solution to identified problems, and it can also be a reference for similar problems as well.

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