

Tagline in Advertisement Digital Era

Case Study of #adaaqua Advertising Campaign

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Abstract

Advertising as an object of creative human results persists by convincing itself in the form of new media, including digital media (internet). The potential of digital media (internet) which reaches 143.26 million people in Indonesia (APJII data for February 2018), is considered as the most effective media at present (dailysocial.id). One of them is the producer of Aqua mineral beverage products, which launched the #adaAqua promotional series in the form of advertisements, was quite varied. Aqua ads use a hash sign (#) and the short phrase "adaaqua", is one form of digital products that is present in the internet. The use of hashtag #adaaqua is also part of the brand rejuvenation, the target is focus on teenagers and young people, who have quite high daily activities. This research analyzed #adaaqua's as an Ads, visually and verbally in its advertising campaign, so that its categorization can be used in an advertisement design. The qualitative method was used by studying case studies, that focuses on Aqua ads that use the hashtag #adaaqua to find the meaning and the categorization. General hashtag conclusions were followed by short phrases or sentences in advertisements that can be accepted as replies to taglines, slogans or jargon. But to determine whether it is tagline, slogan or jargon, must contain the contents and meaning of the words as well as old words used for advertising campaigns.

Keywords: Advertising, Copywriting, Tagline, Digital Media

1. Introduction

The era of the digital economy created increasingly fierce competition among brands. The acceleration of information and the increasing number of communication channels encourage brand communication to be more active in greeting potential customers. Digital channels become a new object for the realm of brand communication, because the target is more active in online activities, especially the current millennial generation. This also creates new models or forms of communication used by advertisers. Among the tagline with the addition of the # sign (hashtag) at the beginning of words or phrases, convey the message of the product as well as a brand in connecting potential customers on the internet channel.

Advertising as a form of persuasive communication aimed to introduce and offer products (goods or services), requires the media as a communication channel. In addition, advertising is one form of mass communication, so that the existence of the media becomes important in the communication process. From its historical development, the existence of advertisements was greatly influenced by media technology that was popular at that time. The public considers, ads to be integrated (embedded) with the media. sothat some marketing or communication experts assume the death of a media in an era, will be followed by the death of advertising.

Advertising as a subject of creative human thought persists by modifying itself in the form of new media,

including digital media (internet). Based on APJII data (Association of Indonesian Internet Network Providers) internet users in Indonesia reached 143.26 million people, or around 54.7 percent of the population of Indonesia (dailysocial.id, 2018). The huge potential of the internet media is considered by advertisers as the most effective media today. One of them is the producer of Aqua mineral beverage products, which launched the #adaAqua campaign series in the form of advertisements and media that is quite varied. But what's interesting is the presence of a hashtag #adaAqua in every ad. Aqua ads use a hash sign (#) and the short phrase "adaaqua", is a form of digital culture that is present on the internet.

Fence mark (hashtag) is a # symbol that is placed at the beginning of words or phrases that are typed when we post something on social networks. The aim is to group or categorize a certain message on social media, so that others can find links to the message. Or further, if the viewer has an interesting topic and is related to our link, it will include the hashtag. So that the message becomes popular and attracts the attention of other internet users. Based on the official explanation on the swa.co.id page the use of hashtag #adaaqua is part of a product campaign in raising awareness among teenagers about the importance of drinking water. The results showed that when the body is not properly hydrated it results in reduced focus or concentration power, mild visuomotor, psychomotor and cognitive abilities will also decrease. The use of hashtag #adaaqua is also part of the brand

rejuvenation, targeting focus on teenagers and young people who have high daily activities. Another official statement on the mix.co.id page, since the hashtag #adaaqua has been popularized has attracted the inclusion of the hashtag more than 450,000 times, and increased sales to more than 30% of the original target.

However, there is no specific explanation regarding the hashtag combined with the tagline, makes the categorization unclear. therefore, this study wants to analyze #adaaqua's as an ads, visually and verbally in its advertising campaign, so that the categorization can be understood in an advertisement design. The object of research is only taken from one of the outdoor media advertisements and on the internet, because the object does not cover many things. These ads aired around 2018, when the #adaaqua ad campaign was incessant in the media. The sampling of the advertisements was from the two media that considered to represent conventional media and digital media, so it can be seen the continuity of understanding of the current advertising campaign.

2. Literature Review

Described by Simon Veksner (2015: 38) the slogan was exist around hundreds of years ago. The slogan is used by the country, to show the vision and goals to its people. Liberte, egalite, fraternite are the slogans of the French state during the revolution since more than 200 years ago, and still revered today. In the UK is known as endlines or straplines, while in America, referred as taglines or abbreviated tags. The first slogan used was "99 and 44/100% pure" by Ivory soap products in 1879. This proves that the company has started to use the slogan as a sign or conclusion (sign-off) for each product advertisement.

When the industrial revolution increased the competition among products, the existence of slogans that aimed to show the product differences from the competitors and it help the potential customers to understand the benefits, quickly and easily, and also showing the character of the product. Some are evolutionary from headlines as done by Packard's automotive product "Ask the man who owns one" in 1901, but the next they came to be custom written, and since 1920 no ad have been made complete without one of them.

To make the tagline always remembered, the tagline was made using rhetorical tools such as repetition, reversal, rhythm, and prototype. The use of words that are unique, interesting and rhythmic are mostly done in the 70s and 80s, such as the example "Hello Tosh, gotta Toshiba?" And now the writing of the slogan is getting shorter, and sometimes in the form of a single word, like 'Passion' or 'Joy', which seems to make taglines meaningless. There has been a misconception that the tagline must be short and unique. In fact, longer words can help make rhymes and rhythms pleasant and easy to understand (Veksner, 2015: 36).

Based on the explanation of Moriarty et al. in the book Advertising (2014) there is a difference between

tagline and slogan. The tagline is a concise phrase that is easy to remember, and usually placed at the end of the ad, aiming to complete the explanation of the creative idea of the ad. Apart from that it usually has a prominent letter shape like graffiti or handwritten letters. While the slogan is a phrase or short sentence whose pronunciation is often repeated in a product's long-term advertising campaign. But there is no affirmation from Moriarty et al. assembled these differences because it says that the slogan can also be used as a tagline. It was also explained that there were slogans that did not clearly describe the strength of the product, such as "where quality count" or "Excellence through total quality" (Moriarty et al., 2015: 481).

3. Method

Writing tagline analysis with the hashtag #adaaqua basically uses a qualitative approach, which is an approach that emphasizes the meaning that is present from an object of research. The qualitative research described by Creswell (2013) is a study that starts from the assumption of an object of research and then uses a framework of interpretation or theoretical, forming a study of research problems with meaning present from a social or human problem. It can also be said that qualitative research is a set of material interpretation practices that can show the world (clearly read). More specifically this research uses a case study research model, which focuses on Aqua ads using the hashtag #adaaqua. With this focus we will get a deep understanding of the use of hashtags in Aqua advertising in the current digital era. As explained, case study research is a qualitative approach that explores real life, limited contemporary systems (cases) through specific and in-depth data collection from various sources of information. The case in this case is the #adaaqua ad that will be explored to find the reason for using the hashtag in the ad text.

4. Result & Discussion

In general, the community considers the existence of the tagline only as a complement to advertising, with the aim of being able to remember an advertisement because of the pronunciation of a unique word or phrase. Even some of his understanding is blurred between taglines, slogans and jargon. When viewed from the English-Indonesian dictionary the tagline is translated into a slogan. In Google translate the slogan is interpreted as a slogan that means short and sharp phrases or easy to remember that are often used in advertising. Based on the online version of the Big Indonesian Dictionary (kkbi.kemdikbud.go.id), the slogan has meaning:

1] interesting or striking and easy to remember words or sentences to tell something: ASEAN countries hold on to - to live side by side peacefully; 2] short or interesting words or sentences that are interesting, easy to remember to explain the purpose of an ideology of groups, organizations, political parties, etc.: the effort to improve peo-

ple's welfare is still - always attractive.

If it is observed from the understanding of slogans, they are more commonly used in people's daily lives. Whereas the tagline has no equivalent in Indonesian, so the slogan is assumed to be a translation of the tagline. However, if given various examples of existing taglines, slogans and jargons, there is a fundamental difference in meaning, he said. That is, there is something abstract or indirectly related to the product, for example "Just Do It", and that is literal or directly related to the product, such as "Wash it So Easily" or "Wes ... ewes ... ewes Bablas Angine". Or there are those who don't "connect" at all with their products such as advertising Wimcycle bicycle products with the words "Hebooooh !!" with pronunciation like the sound of a sheep.

But based on the explanation of Moriarty et al. in book Advertising (2011) there are differences between taglines and slogans. Taglines are concise phrases that are easy to remember, and usually placed at the end of the ad. It aims to complete the explanation of creative advertising ideas. Besides that it usually has a prominent letter shape like graffiti letters or handwriting. Slogans are short phrases or sentences that are often repeated in a product's long-term advertising campaign. But there was no confirmation from Moriarty et al. assembled the difference because it says that the slogan can also be used as a tagline. It was also explained that there were slogans that not very clear describing the strength of their products, such as "where quality count" or "Excellence through total quality" (Moriarty et al., 2015: 481).

As a complementary explanation to help in understanding the similarities or differences between taglines and slogans, let's look at a short duration video from Steve Jobs in addressing the Apple marketing team inc. (1997). The video was Steve Jobs's explanation in repositioning of the Apple brand in the computer market at the time, and then translated into a marketing campaign tagline. Steve jobs was inspired by Nike's marketing communications did not communicate Nike as a good shoemaker, or shoes better than Reebok, but Nike is communicated as a product that respects outstanding famous athletes, and ordinary people with extraordinary athletic spirits. Steve Jobs wants the Apple brand to be known not just longer a sophisticated computer compared to Windows, no longer talking about speed and how to gigahertz the capabilities of its processors. But more to the core of the value of a product that can be associated with the values adopted by humans. Apple Inc. repositioning as "Think Different" brand that respects people who have made great contributions to humanity because they think differently. With this clear brand position, Apple Inc. can create brand communication that is easier to remember and well interpreted by its customers (Youtube.com).

In order to make it easy we will distinguish between taglines and slogans as a marketing language, because of the vast use of the word. Taglines can be interpreted as catchy phrases or sentences that are related to brand

promise or brand life cycle. So that the determination is more planned from the beginning of the product when branding the product. Or it is done during the initial planning of a comprehensive marketing program, so that all company movers have the same vision regarding the character, identity and communication of the product brand. Taglines are used to overshadow long-term brand campaigns, so the words tend to be indirect and touch more on the emotional side of viewers, such as "Connecting People", "Impossible is Nothing", and others.

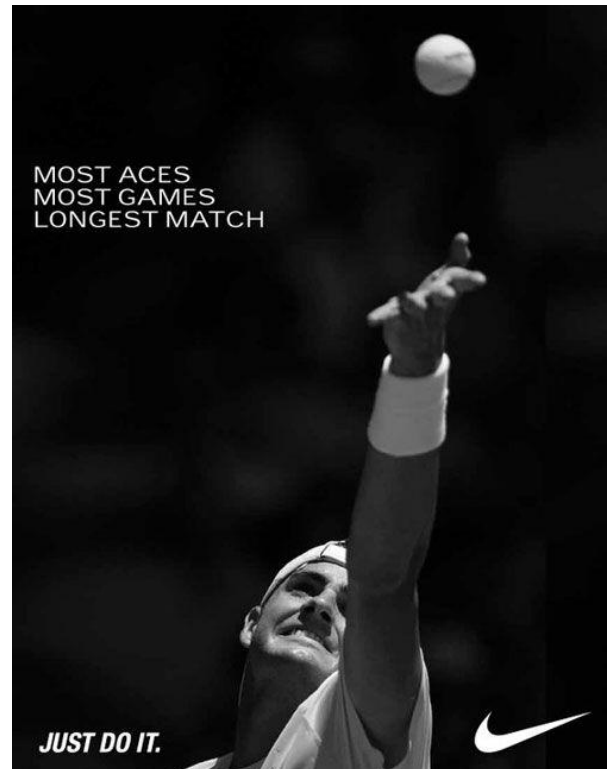


Figure 1. Nike ad with the Just Do It tagline

Source: www.designyourway.net



Figure 2. Bear Brand liquid milk ad with the tagline

"Rasakan Khasiatnya"

Source: www.hiveminer.com

The point is the existence of the tagline aims to give

a big picture of the product promise to prospective customers. Like Apple Inc. that promises different computers for people who think and act differently. Another goal is to create a red thread between one ad and another ad in a series of campaigns, so that viewers can see the connection. For designers of advertising campaigns, the tagline is aimed as a fence of integrated communication strategies, so that product communications (advertisements) are designed not to deviate or be too broad. The tagline also has a distinguishing function between one product (brand) and its competitors, so viewers will clearly know the unique strength (USP) of the product offered. Beside, a good tagline can create a good and strong image in the eyes of prospective customers. For this reason, it is understandable why the existence of the tagline is generally at the end of the ad, because in addition to the main message repeater of the campaign, it is also a driver of action (call to action) for viewers (Altsteil and Grow, 2015: 166-167).



Figure 2. Neo Rheumacyl Forte
Source: www.adsoftheworlds.com

Different with tagline, slogans are unique phrases or sentences that are made for the purposes of ongoing product advertising campaigns. The words that used are more direct to the strength of the product or the direct benefits offered. The slogan is due to the absence of a tagline at the level of brand design and brand communication. The existing tagline is not easily digested by viewers or applied to the products offered. Especially in fast moving consumer goods (FMCG) products, or low levels of involvement of purchases, such as instant noodles, laundry soap, flavoring, and so forth. moreover slogan that is widely used in FMCG products is the high level of product competition, so there is often a change in promotional programs (advertisements) due to the presence of new products and variants.

For the third type, phrases that have no direct connection to the product, are generally referred to as jargon. According to KKBI jargon is a special vocabulary used in certain fields of life (environment) (kkbi.kemdikbud.go.id). Whereas in the Linguistic Dictionary Harimurti Kridalaksana (2008: 98) reveals that jargon is a typical vocabulary used in certain fields of

life, such as those used by car mechanics, carpenters, language teachers, etc. that are not used and often not understood by people from other fields. In other explanations jargon can be slang words or not easily understood by people in general. For that the placement of phrases that have nothing to do with the product can be directly classified as jargon, because it is difficult to understand the relation of phrases to the products offered. But because it is delivered in a visual unit (television or print advertisement), the viewer will gradually construct it as a new meaning, or at least connect with the brand or product advertised. As happened with the phrase 'hebooh!' On Wimcycle ads. People will remember it, but will find it difficult to find a connection between the two.

Whereas based on the visual presence of the tagline, slogans and jargon generally have the same positioning and visual emphasis. Based on the visual layout of advertisements, taglines, slogans and usual jargon placed at the bottom of the ad, or at the end of the audio visual ad. But not always so, some place it in the upper or middle position, with the aim of emphasizing the contents of the message tagline, slogan or jargon. Can be seen from the following example.



Figure 3. Gery Snack Advertisement
(www.youtube.com)

In the advertisements above the placement of the tagline, the slogan and jargon is positioned at the end of the advertisement, such as in the lower right, or upper right, following the physiological reading of Indonesian society, namely left to right and from top to bottom. In addition, the taglines, slogans and jargon generally follow the product logo or product image advertised. While based on the composition tagline generally not greater than the headline but the size of the letters is larger than the ad text. The goal is readability of taglines, slogans and jargon by viewers. But for some cases the tagline, slogan and jargon in composition have a larger size than the other visual components of the text as a form of emphasis on the viewer. Like the example above of Bear Brand's liquid milk ad emphasis on the composition of the ad, the tagline is given a different color and is slightly striking than the headline. This is also done by several advertisements with the aim of suppressing ad messages without having to increase the size of the tagline, slogans and jargon beyond the size of the other ad text components.

But the interesting discussion here is the existence of the #adaaqua hashtag on the advertisements. Visually the #adaaqua hashtag is placed in the position of the tagline or advertising slogan in general. The question is whether the hashtag here is categorized as a tagline, slogan, jargon or is there a separate mention? Because if it is called the tagline, #adaaqua does not refer to the product promise for its consumers, the phrase is more directed at the question. If it is categorized as a slogan, the phrase #adaaqua does not refer to the strength of the product or the direct benefits of the product for its consumers. The author himself assumes the determination of the hashtag in the ad must be adjusted to the words or phrases he uses, whether such as tags, slogans or jargon. But its existence has an additional function, namely as a digital code, because some of the activities of its campaigns are carried out through social media.

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Image 5. #AdaAqua ad
Source: www.mix.co.id

5. Conclusion

In the general conclusion, Hastag that followed by a phrase or short sentence in an advertisement can be said as a substitute for a tagline, slogan or jargon. But to determine whether the tagline, slogan or jargon must be examined by the content and meaning of the words and how long these words are used in an advertising campaign, whether Is it throughout the campaign, or only in ad serving at certain times. Electronic word borrowing in terms of e-KTP, e-Filling, e-Commerce, e-Money, etc., whose existence is not just a naming but shows that the object pinned to the letter "e" is related to the internet network (online) . Then the tagline that uses the "#" sign on the front of the phrase will be more appropriately named with the e-tagline or can also be e-slogan.

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