

Focal Point on Billboard Juicenation

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Abstract. Juicenation is a commercial products of electric liquid vaporizer that carries the theme and taste of fruit in its commercial advertisements. One of them appeared on Billboard on Jalan Terusan Jakarta, Bandung city. The purpose of this study is to identify the focal point element in the visualization of the Juicenation Billboard advertisement as the element that most attracts the audience's eye. This research method uses a quantitative approach by distributing questionnaires to a number of respondents to identified which elements that attractive the most. There is an arrow shape element that represents the formal form of the product, typography, the color of the Juicenation product variant itself and the fruit element, which both of them appear dominant.

1. Introduction

In a visual composition, there are some or one of the elements that are made to stand out. Not only because its big and dominance, but because its contents the main idea that move or waken. This element is the focal point. The focal point in visual design is the most significant from the other elements around it, and is the element that most first attracts visual interest. Because of their attractiveness which is visually the most attractive, or the most prominent, the focal point has its own strength to represent other elements around it. In visual design communication products, the focal point serves to convey the most important information and represent the main message, so that it is displayed in a large size, the most unique or significant visualization that evokes feelings and thoughts. For example in promotional media

Billboard is an outdoor medium that functions not only as an advertising attribute but also as an attribute of city interior decoration. Billboards have an advantage in promotional functions because of their large media so that their visibility can be reached by road users' eyes even when they are in a certain vehicle speed. Its large size is able to present visual elements that are strong and inspire the audience, so that messages can be received quickly and promotional functions can also be achieved effectively. The study identifies eight executional factors that are associated with successful billboard advertising: name identification, location of the billboard, readability, clarity of the message, use as a tool of integrated marketing communication, powerful visual, clever, creative and information provision [1].

Medium billboards are often found in big cities in Indonesia and are widely used by large cigarette companies. One product that takes advantage of the benefits of billboards is the Juice Nation brand

liquid vaporizer. There is a Juice Nation liquid vaporizer billboard with a colorful, cheerful impression that is installed on the canal road of Jakarta, Bandung.



Figure 1. Photo visualization of Billboard Juice Nation on Jl. Jakarta the city of Bandung.

Source: researcher documentation.

Billboards that promote e-liquid vaporizer are not as many as cigarette advertisements, only a handful of companies or brands do. Juice Nation is an e-liquid vaporizer that actively promotes its products not only through outdoor media such as Billboard, but also in various virtual lines such as social media Instagram. E-liquid Juicentation is a liquid product produced by PT. Asia Vaporindo Berjaya. In the advertisement published by Juicentation itself, Juicentation.co is claimed to be the most phenomenal e-juices in Indonesia Vape Industry. It was recorded that more than 200,000 bottles has been attributed since January 2019 [1]. In this study, the focal point element will be identified in the visualization of the Juice Nation billboard version of "Refreshing is important", the Fruitylicious variant which presents elements of trade products (brands), taglines, product variants, fruit elements, coastal background and other information attributes such as site address and warnings about the dangers of smoking and an age rating. From the various visual elements presented, it will be explored which elements are the most dominant and represent the characteristics of the focal point. To find out, questionnaires were distributed to the general public, both users and non-users who live in big cities, to find out which elements in the visualization were the most interesting and most significant to attract the eye's attention as outdoor media installed on the highway of the city of Bandung. Does the audience then recognize the product from the visual elements presented or vice versa.

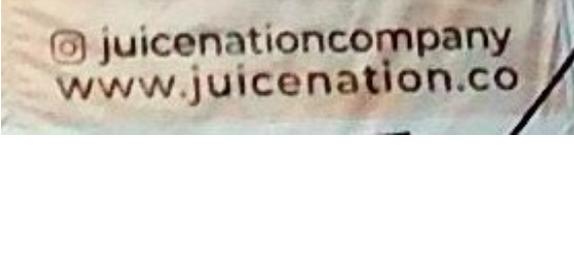
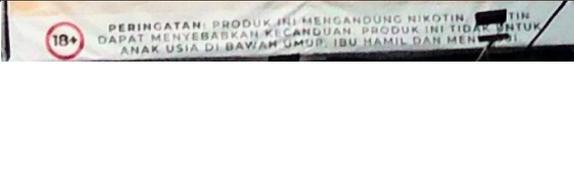
The formulation of the problems in this study include: Which elements are the most interesting in the visual composition of the Billboard Juicentation Fruitylicious version of "Refresh is important". Which element catches the audience's eye first in a Billboard visual. Which are the main and supporting elements on Billboard that connect with Juicentation products according to the audience or consumers. Previous research identified the color and image combination factors on local banana chip packaging sold in retails in Bandung to test the suitability of the questionnaire method and eye tracking. Both are used to reveal the areas that attract consumers the most attention. It was concluded that eye tracking data is better than questionnaire data [4]. In this study, a questionnaire was used to answer research questions.

Methods

Quantitative research methodology is the type by which you test the significance of your hypothesis. Quantitative research methods tend to be systematic and use numbers. Quantitative research is based on the measurement of quantity or amount [9]. The study used a quantitative approach by distributing questionnaires online by presenting visual elements in billboard visualization, including typography, image elements and combination. Typographic elements include trademark elements, taglines, typography on packaging, website links, user rating elements and smoking hazard warning elements. Image elements include front view of packaging of variant product, fruit elements, arrow shape with tagline in the surface as well as elements of the sky and coastline. The first step is to determine the problem and research objectives and study the theory. The second step is to identify elements that become visualization attributes on the billboard that represent information and persuasion in the advertisement so that it has an impact on the audience's attention. Eight visual elements were identified that attribute the visualization of Juiceneration.Co to Billboard media. The element names and index lists are shown in the table as follows.

Table 1. Visual element index table on the Billboard Juiceneration Co version “Refresh itu penting”.

Visual Elements	Element Name	Element Visual Index
	The identity logo / trademark (Trademark) Juiceneration co. Tagline "Refresh itu penting"	Element A
	Tagline “Refresh itu penting”	Element B
	A variant of the e-liquid vaporizer on the market, the Fruitylicious version.	Element C

	Caps / caps of e-liquid packaging tubes as a characteristic of e-liquid packaging.	Element D
	Variant label on package.	Element E
	Element Fruits - Fruits that represent an artificial taste in e-liquid products.	Element F
	Elements of website addresses and Instagram social media application accounts on Billboard	Element G
	Government warnings about the dangers of nicotine and age ranges for smoking.	Element H

Once identified, each element is included in the questionnaire questions, including: 1. Which element is first seen; 2. Which visual element is the second seen; 3. Which visual elements were most recently seen; 4. Which visual elements are the most attractive; 5. Audience knowledge of the product through advertisements on billboards; 6. Elements of billboards that make respondents recognize the product. The questionnaire data were then collected and processed into diagrams that represented levels and numbers as percentages.

In making the questionnaire, the age groups were formulated into three categories based on the categories formulated by the Ministry of Health of the Republic of Indonesia. Age group is the maximum age limit allowed by the government to consume nicotine-based products, which is 18 years. In the age grouping determined by the Ministry of Health, 18 years are included in the late

adolescent category. Three categories according to the Ministry of Health of the Republic of Indonesia were used in this study including: Late adolescence = 17-25 years; Early adulthood = 26 - 35 years; Late adulthood = 36 - 45 years. The number of respondents who participated was 49 respondents, with the majority of respondents aged 17-25 years amounting to 38 people with the percentage as shown in table 1. Male respondents were 34 people.

Table 2. age range of respondents.

Usia	Frekuensi	Persentase
17 – 25 tahun	38	77,6 %
26 – 35 tahun	9	18,4 %
36 – 45 tahun	2	4,1%
Jenis Kelamin	Frekuensi	Persentase
Pria	34	69,4 %
Wanita	15	30,6 %

Discussion

The heart of advertising is insight that accommodates the needs and desires of the audience based on the meaning of advertising in the design dictionary. Advertisement are representations designed to affect and inform a market through knowledge of its needs and wants [6]. Billboard is a sub-media of main advertising that has a longer duration with more detailed information. Billboards and transit advertisements are designed as support media within advertising campaign [6]. It is characterized by displaying large and striking visuals with short, clear and weighty diction, presented in attractive language and visuals. Its attractiveness depends largely on the large media size and the elements displayed. Due to its large size, the visual elements that appear are also striking, making it easy to catch the eye and easily stick to consumers' minds. The level of persuasion is also very inspiring because it is supported by the size and attractive visual presentation. The location of the placement is also very strategic, placed in the middle of the city at a highway junction or near major roads that are traversed by road users, especially two-wheelers and four-wheelers.

The “Refresh is important” version of the Juiceneration Fruitylicious e-liquid Billboard shows the use of varied and vibrant colors. The colors used are a combination of bright and bright colors that evoke the eye, such as light blue, red, yellow, brown and a color combination with a good contrast between warm colors that tend to cool like purple with warm colors around them. This Juiceneration billboard visualization does not pay attention to good billboard rules according to Aristoph who states that one of the factors affecting Billboard Advertisings, related to the color of billboard, is using a limited number of colors. Aristoph (2019) in Ettehadmohkam et all said The effect of billboard's color on attracting attention.

Based on the questionnaire distributed to 49 respondents, data was obtained about the visual elements that the respondent first saw from the visualization on the Billboard Juiceneration Fruitylicious. The most chosen element is Element B, which is a tagline element that reads "Refresh is important" on a wooden background as a background element. It was recorded that 61.2% or as many as 30 people voted for Element B. Followed by Elements C and A with adjacent percentages, namely 20.4% and 18.4%.

Index	Frekuensi	Persentase
Elemen B	30	61,2 %
Elemen C	10	20,4%
Elemen A	9	18,4 %



Figure 3. Element B represents a visual tagline set in wood.

Element B from the color combination aspect contrasts well with the surroundings. Warm brown wood is combined with hot yellow. The most striking is the arrow shape that is positioned oblique or like a diagonal line, giving the effect of direction and looks dynamic. A line's functions are limitless. It can join, organize, divide, direct, construct, and move other graphic objects (pg. 20-21). A line can read the reader's eye as well as provide movement and energy to any composition. A line can improve readability, immediacy, and the ultimate meaning of any visual message. A line communicates the division, organization, emphasis, sequences, and hierarchy. Lines are expressive. a bold line communicates strength and power. Diagonal lines are much more energetic and dynamic (pg.22-23) [7].

The arrow elements in the tagline make use of line characters that direct the eye in a certain direction. Two elements of the arrow are depicted opposite to emphasize dynamic and irregular, tend to express freedom and are not fixed in a certain direction. Ockvirk (2002) in Setiawan said that the element movement which is different or opposite direction from the other elements movement. With different direction movements, an element would be easily attracted the eye's attention of who sees it [10].

Respondent data proves that large size is not the main factor that makes a visual element in a composition the most dominant. Because Element B with Element C in terms of the size of the field domain is greater than Element C. According to Bradley on February 27 2015, the more dominant element will attract the eye and get noticed first. The more dominant element likely has greater visual weight than the elements it dominates. As you develop a composition, you'll see numerous elements exerting dominance over each other. Some elements will dominate, and some will be subordinate [3].

Visualization in billboards uses B elements as part of a creative communication strategy accompanied by typographic visualization that is in harmony, contrasts with the surroundings and is attractive. Sedaghat (2011) in Ettehadmohkam et all said aspect surprising and creative methods for more engagement of the audience [5].

When respondents were asked which element was the most interesting from the index presented, most respondents chose Element B as much as 43%. But interestingly, followed by data that is close to this number, namely 41.7% choosing Element C, which is the third element of the produce-liquid fruitylicious flavor variant. As the data depicted in the table.

Index	Frekuensi	Persentase
Elemen B	21	43,7%
Elemen C	20	41,7%
Elemen H	4	8,4 %
Elemen E	3	6,2%
Elemen D	1	2,1%



Figure 4. Element C represents the visuals of the three product variants e-liquid Juiceneration.co Fruitylicious.

In terms of color, element C has good contrast characteristics with colors that represent each variant of the packaging directly. Apart from the product, the fruit element is a support that represents the sensation of taste, makes it look fresh and represents the natural freshness of fruit. As Poulin (2011) said, "Contrast is a visual principle, fundamentally provides the eye with noticeable differences between two things or objects - large and small, red and green, light and dark, or hot and cold. In visual communication, contrast is the perceptible difference in visual characteristics that makes an object (or its representation in an image) distinguishable and distinct from other objects in a composition as well as its surrounding background. It can be achieved by exaggerating the visual differences in size, shape, color, and texture between compositional elements, enhancing and making a message more immediate and understandable to a viewer. [8]"

Conclusion

The focal point is in the Tagline Element, which is the element that most attracts the attention of the audience, even though the size is not bigger than the product variant element. However, the tagline element has a diagonal line and direction elements that make it dynamic, making it easiest to attract the eye. The product variant element is followed as the dominant visual element, because of the varied and attractive color contrast, representing the taste of each e-liquid variant.

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