

CREATIVE STRATEGY FOR ART INSTALLATION ADS (STUDY ON @MUSEUMOFTOYS ACCOUNTS ON INSTAGRAM SOCIAL MEDIA)

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ABSTRACT

The Museum of Toys is a seller of "art toys" in Indonesia which has succeeded in arousing public interest and curiosity through the advertising concepts it creates. This study discusses the creative strategy of art installation advertisements carried out by art toys sellers on Instagram social media. This research raises issues in the field of marketing communications, especially advertising creative strategies. This study used a qualitative approach and data collection methods which included observations of the Museum of Toys Instagram account, interviews, documentation in the form of photos, and literature study to corroborate the research results. The interview was conducted with the founder and owner of the @museumoftoys account on Instagram social media. The results of the study show that in order to properly and correctly apply creative advertising strategies on Instagram social media, art toys sellers must pay attention to and use three types of creative strategies in advertising, namely being creative in making advertising messages, creative in using media so that they can match the target market. that have been determined or right on target, and creative in managing the budget. By mastering these three creative advertising strategies, art toys sellers will increase their sales profits and introduce their products to a wider audience.

Keywords: Advertising creative strategies, art installation, art toys, social media Instagram

1. PREFACE

Every entrepreneur expects profits from the products sold, both goods and services. The more products sold, the higher the profit. One way to introduce products to increase sales is to advertise so that people become familiar with the products sold. The purpose of the advertisement is to increase product sales and introduce the product to a wider Indonesian audience. Advertising is very important for business people to make their products successful in the market. According to Kotler and Kellen, advertising is "the paid promotion of ideas, goods or services intended for promotion through broadcast media (radio and television), media Online (telephone, cable, satellite, wireless), print media (newspapers or magazines). Electronic media (audio cassettes, videos, and websites) and screen media such as billboards, tent systems and posters (Ma'aruf, 2017).

Moment This, the development of the world of technology attracts many entrepreneurs who take advantage of this opportunity to sell. One way is to multiply advertisements and showcase products through social media ads. Advertisers use a variety of creative strategies to promote their products. One effective form of advertising in the modern business world is social media advertising, as it saves a lot of money and time.

The development of the internet, especially social media, has changed the habits of many people. People have started changing the traditional way of doing business with the help of the Internet. Social media and the internet are used not only to search for information, but also to send messages, watch, and play games. Seeing this opportunity, marketers use social media and the internet as a land to reap profits.

People have access to social media and the internet through devices such as mobile phones, laptops, computers, tablets or other devices. This is called new wave technology. New wave technology is a technology that allows communication between individuals and groups. This technology is supported by information devices that continue to evolve day by day, which brings a new wave of revolution. The main strength of new wave technology is the relatively cheap access to information. One environment that contains new wave technology is the internet, a barrier-free door to the universe of cyber content (McQuail, 2012).

Previously, the most effective advertising was through television media, where the majority of Indonesians still watch television as a means of entertainment. However, advertisements on television take considerable duration and cost. Very different from now, the media that is widely used and used by the people of Indonesia and the international community today is social media. The cost and time for advertising on Instagram's social media is much cheaper and less than advertising on television media. Especially in this era of globalization, the use of modern social media makes it easier for people to access and receive messages delivered by advertisers. Seeing this opportunity, sellers are definitely competing to market their wares online through Instagram media.

The same thing also happens to sellers of toys in the form of art installations on social media such as Instagram. In the past, people only knew toys sold in stores, markets, and malls. Nowadays, many toy sellers sell their products through Instagram social media, such as the Museum of Toys. This art installation sells "art toys" through Instagram social media with new and different creative strategies. Currently, many sellers offer similar products on social media but this Museum of Toys sells toy products produced from Indonesian artists so that it makes people interested and want to buy to advance Indonesian artists. This situation forces the sellers of these "art toys" to think of effective and creative strategies in introducing their products to the public. In displaying an advertisement, it takes the creativity of advertisers to attract public interest and attention. The higher the creativity created in an advertisement, the greater the opportunity to reach and attract consumers or buyers.

Strategies should be creatively designed by digging out all the facts and stringing them together into creative ideas that generate revenue. Creative strategy is not only a matter of logic, but also a matter of art (Rama Kertamukti, 2017). Currently, there are many advertising concepts created by online store advertisers in Indonesia, but not many attract the attention of potential buyers. Museum of Toys is the only seller of "art toys" in Indonesia that has succeeded in arousing public interest and curiosity through the advertising concept it made. Every new product that will be released always makes potential customers curious and interested in their products, because it always produces new, unique, and different advertising concepts. The background of this problem led the author to try to research in depth about advertising strategies and creativity by raising the title "Creative Strategy for Art Installation Ads (Study on the Museum of Toys on Instagram @Museumoftoys)".

2. RESEARCH METHOD

In this study, researchers used a qualitative approach with a case study method. The subject of this study is the founder or owner of the @museumoftoys account. The object of this study is the creative advertising strategy carried out by @museumoftoys accounts on Instagram social media. The data collection method that researchers use is the interview method to find out more about the creative strategy of advertising art installations at the Museum of Toys on Instagram @museumoftoys, observation by monitoring overall activities on Instagram social media,

documentation to be supporting data in research, and literature studies because researchers need data from literature such as books and journals as research guidelines.

3. RESULT AND DISCUSSION

Based on the results of the researchers' observations and interviews with Founder or the @museumoftoys account owner, a strategy carried out by the Museum of Toys by determining creative messaging, creative media, and creative budget. The resource person stated that the three strategies were successfully implemented because they had achieved or even exceeded the set targets.

Figure 1

One Example of Art Toys from the Museum of Toys



The vision and mission of the Museum of Toys is to elevate local artists and introduce the art industry through "art toys" in Indonesia. The resource person himself focuses his sales on art toys produced by himself in collaboration with local artists and there is no Indonesian online shop that sells art toys designed directly by local artists.

In making a creative message on an advertisement, having to study the target market first is the first step that must be done. Because the products sold @museumoftoys are products that can also be visited so that they are in demand by young people to adults, especially creators, collectors, and curators. It is very important to create a creative message that can directly attract potential customers, therefore the most important thing to do before making a creative message in an advertisement is to first understand the intended target.

Therefore, in making an advertising message must be honest from the inside and display a message or caption, namely by appreciating as the word Thank you for artists who have made works in the form of "art toys" or places that have provided "space" to display "art toys" that have been made, not just conveying information. So that many people appreciate the work produced, namely "art toys", because the Museum of Toys also appreciates the works produced by Indonesian artists through uploaded advertising messages. After understanding the target that has been determined, the next thing is to think about how the right and suitable strategy to attract the attention of the target market.

Choosing Instagram as one of the places to sell is because it suits the target market @museumoftoys and account owners read the data that currently Instagram is still the second most widely used social media by the people of Indonesia. Because, in accordance with the target market that does focus on young people to adults, Instagram social media is very suitable as an advertising medium.

Instagram social media is not spared from pictures. Therefore, images are a very important element when advertising through Instagram social media. For art toys sellers, the uploaded images must be clear, ascending, and avoid in graphic form in order to get higher engagement. According to Ibrahim (in Wijayanti 2015), the purpose of advertising in the media is to:

- a. Availability: Communicate product inventory to the audience
- b. Benefits: Communicating the benefits of a product to the public
- c. Accesible: Provides information about accessible products
- d. Main Ideas: Communicating the main idea about a product

Instagram social media is a social media that is widely used by various ages. Starting from young people to parents using Instagram social media. Therefore, ads on Instagram social media must be made specifically, so that ads can think about and understand what potential customers need to increase sales. For this reason, ads that have been uploaded to Instagram as much as possible are easy to remember and increase the appeal of the product to appeal to audiences who see the ads that are displayed.

In addition to using advertising features on Instagram, advertising can also be done using advertising services offered by celebrities, or personal accounts that are popular on Instagram social media, and are known generally as endorsements. The celebgrams on Instagram who receive advertising offers will help their accounts by introducing the product itself to their followers.

The resource person as the owner of the @museumoftoys also introduced his product through celebgrams on Instagram. By distributing event invitations to approximately 500 celebgrams for free through the Direct Message feature to come and hope that 100 of approximately 500 celebgrams can attend and create content for products sold for free. This strategy works for @museumoftoys accounts because it is proven that celebrities come and create content for free to @museumoftoys, so the impact is to increase the number of followers (followers), many people are more familiar with and buy the product.

Every entrepreneur, whether selling online or offline, must definitely take into account the budget spent whether it is proportional to the income or income that has been or will be received. In this case, the resource person as the founder and account owner @museumoftoys use objective and budgeting techniques at the beginning of the store opening. If previously the store did not have books, the store owner will estimate the funds that will be spent on advertising. After having books from existing income. Furthermore, resource persons get a budget to advertise from investors, companies, brands, and sponsors who support and indeed have the same vision and mission as the Museum of Toys.

Figure 2

One Way to Get a Budget in Advertising



Advertising can create consumer demand through the persuasive effect of advertising. If a company spends too little, advertising won't do much. Conversely, when companies spend too much of their budget on advertising without paying attention first, those budgets should be put to better use. To save the budget so that the expenses incurred are not too large, resource persons use a system of (Rama Kertamukti, 2017) giving vouchers or invitations to celebrities who create content in the form of videos or photos. By promoting art toys or exhibition products on Instagram stories or feeds, and mentioning Instagram accounts @museumoftoys when these content creators come to or buy products from @museumoftoys.

In addition, @museumoftoys also sent messages through the Direct Message feature to some of his followers on Instagram to give buy 1 get 1 vouchers or free entry to his museum exhibition in order to promote. In order to get the buy 1 get 1 voucher or free entry, followers must invite one friend to follow and tag @museumoftoys on their and their friends' Instagram stories. Promotion in this way is enough to help @museumoftoys in introducing their products to others.

4. CONCLUSIONS AND RECOMMENDATIONS

Nowadays, Instagram social media is a social media that is widely used by sellers to find and get profits, including art toys sellers on Instagram. Art toys sellers on Instagram have three creative strategies, namely in setting messages in advertising, creative media, and creative budget.

First, creative messages in advertising, sellers use words that are in accordance with their target market. Art toys sellers on Instagram use light content by appreciating works for messages in advertising aimed at young people to adults, especially creators, collectors, and curators.

Second, in creative media, art toys sellers use Instagram social media as an opportunity and opportunity for them to market their products. In Instagram social media, the explore feature has a very wide reach even throughout the world. Because the main focus on Instagram social media is images, the images uploaded by sellers must also be clear, attractive, and avoid in the form of graphics, because the engagement generated will be much higher than graphics or posters.

Third, creative budget, in creative advertising is not just having a unique and interesting idea to run a store, but must also be creative in managing the budget which is also a creativity that must be owned by a seller Art Toys in introducing its products so that it can attract the attention of potential customers. To set a budget for advertising, sellers must adjust the income earned with spending in advertising costs. Needed Support to support an ad such as investor, Brand, Sponsors, and so on. Then Engagement which can approximately increase the seller's turnover.

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