

The Popo and Komikazer Illustration on Tokai Gas Lighter that can Influence Buyer Interest

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Abstract. The purpose of the research is to find out the cartoon illustration of The Popo who collaboration with Komikazer which is placed on a Tokai gas lighter brand can increase purchase interest. The method used in this research is quantitative by describe the illustration who applied to gas lighter and conducting questionnaires about that illustration on a match to respondents to produce data to know the conclusion. The result obtained from the research is knowledge in form of placing illustration The Popo and Komikazer on a gas lighter can be increase interest in deciding to buy a gas lighter match and the message in an illustration can be important in increasing the interest of potential customers.

1. Introduction

The Popo is an illustrative work who created by an artist named Riyan Riyadi. His works mostly discuss social criticism in Indonesia and problems on around us. Riyan Riyadi has produced many works of Fine Art, Contemporary Art, and Urban Art. Meanwhile, Komikazer is an illustrative work that raises a lot of religious, social, and political issues. Many symbols and satire critics are shown in digital illustration works that characterize the illustrator of Resa Mustar artist.

Illustration can be interpreted as a picture, figure, or diagram which has the purpose to explain something, especially it can explain the writing of a certain message [1]. In other words, an illustration must be able to reply to a message without having to present a text that is too long, because almost the whole can be represented through the illustration. The Popo and Komikazer have a unique character, they show represent the characteristics of today's popular culture of metropolitan youth. Because from the visual of a character, it can be seen from a certain culture, especially seen from the clothes and attributes worn [2].

Riyan Riyadi and Resa Mustar, regularly often produces works in digital and non digital form illustration. In this project, Tokai matches took the two atris to collaborate to making some project, where the results of the collaboration were put on the Tokai gas lighter, with project namely Tokai X The Popo X Komikazer. One of the digital media that is widely used by artists and comic artists today is Instagram, because Instagram posts can be reached widely by various groups, not only in the country in a short time [3].

In one research conducted by Kenny, an experiment was carried out by connecting a lighter with apps on a mobile phone, where when someone inserts a lighter after smoking, a warning appears on the cellphone about the condition of the body and lungs in the form of a creepy funny illustration [4]. While in this research, a survey will be conducted to the audience regarding the interest in the illustration of The Popo and Komikazer placed on the Tokai match, which can be said to be an

interesting combination of ideas. More or less the same as what was done by Lucky Strike which featured military elements in its advertisements during the war, to attract male potential consumers who at that time were obliged to follow conscription [5].

From this research, it is hoped that we can find out whether the illustration of The Popo and Komikazer can influence consumer interest in deciding to buy gas lighters not only from the need for the product or due to other decisions.

2. Method

The method used in this research is quantitative by literature study from various sources of books, journals, internet source, and questioner survey. Literature study that to be used as a reference source, then a survey will be carried out during a week. Starting from the date Novembre 22' 2020 until the date Novembre 28' 2020, by means of spreading the questionnaire from Google Form was conducted online spread out by Whats apps at randomly city, ages, gender, and educational background from participants. After the survey results are collected from 124 respondents, then an analysis process will be carried out which can find a conclusion whether there is an illustration effect on the interest in buying gas lighters on the respondent. The quantitative method is used in this study because in this study using data sources obtained from the results of the questionnaire to a number of respondents regarding the illustration on Tokai matches, who in the next stage make conclusions from the results of the questionnaire [6].

3. Result and Discussion

The word illustration comes from the Latin "lustrare" which means to the light. From an illustration, a story can be told from one part of the scene. A good illustrator is an artist who can express what he wants to convey through the illustrations he makes. An illustration is said to be a problem solving of an idea that the maker wants to convey which can later be used as a communication medium that the artist wants to convey to the audience [7].

Currently, illustration has penetrated into various fields in its application, not only on paper which can be said to be a traditional media, now illustrations are widely applied to various media, such as fabrics, toys, webtoons, animated films, stickers, gafiti, and so on. Meanwhile, to create illustrations there are no restrictions on what tools are used, such as oil paint, watercolor, pencil, ink, pen, spray paint, and various drawing software for digital-based illustration [7].

3.1 The Popo

Riyan Riyadi is the figure behind the illustration of The Popo. He started drawing since he was in Elementary School, when Riyan had a wish, the bedroom wall and part of the house wall were drawn what he wanted. When his wish was not fulfilled, the wall that was repainted by his father would be overwritten with a picture of something he wanted. When he was about to study, Riyan decided to study Design and Fine Arts, from the various campuses that have these faculties, Riyan always passed the exam and was declared accepted. But his father always looked for reasons not to study at the campus. His father wanted his son to be able to see art and design from another perspective. In the end, Riyan was like figure 1 studying at the faculty of political science [11].



Figure 1. The figure of Riyan Riyadi, also known as The Popo illustration.

Source:<https://www.whiteboardjournal.com/interview/ideas/the-popo-tidak-anonim-bersama-ryan-riyadi/>

Riyan Riyadi is a street artist whose work was found in Jakarta, before his mural works were removed by certain parties. Riyan's illustrations mostly have a satirical satire concept, but are often conveyed in the form of humor. The illustration character that is made has round eyes that look like it will pop out and a nose that is not visible, as in figure 2.



Figure 2. Illustration of The Popo by Riyan Riyadi

Source:<https://www.whiteboardjournal.com/interview/ideas/the-popo-tidak-anonim-bersama-ryan-riyadi/>

In making a mural, Riyan Riyadi does not only draw from origin, but is conceptualized by adjusting the conditions or the surrounding space in making mural illustrations, such as in figure 3. As well as making illustrations, Riyan Riyadi also often exhibits at various galleries and creates murals of the Popo. Even had an exhibition at the National Gallery. Riyan Riyadi is widely known among street art artists and the *millennial* generation.



Figure 3. The Popo's mural illustrations often adapt the concept of the work to the environment.
Source: <https://www.whiteboardjournal.com/interview/ideas/the-popo-tidak-anonim-bersama-ryan-riyadi/>

3.2 Komikazer

Reza Mustar is the artist behind Komikazer's illustrations. Unlike The Popo, many of Komikazer's digital illustrations can be seen on Instagram and Twitter. Reza Mustar as in figure 4 is a man born in October 1983 in Jakarta. Apart from making Komikazer, his work can be seen in illustrations of several underground bands and illustrations in several print media.



Figure 4. Reza Mustar creature artist Komikazer

Source: instagram

Most of the messages conveyed in Komikazer illustrations contain political satire and social criticism about the situation around us as in figure 5. Many of Komikazer's illustration works convey a message of a lack of human concern for the environment, sacrificing something that is of very disproportionate value. Komikazer has visual characteristics that display a lot of white space or empty space, so that it will focus more on the illustrated figures shown in figure 6. In addition to some illustrated figures, several times the visual illustration shows a figure that resembles the artist who created it.



Figure 5. Komikazer's criticism of environmental concerns adopted from Nirvana tire cover
 Source: <https://hai.grid.id/read/071810964/keren-nih-parodi-cover-album-nevermind-yang-kritik-soal-lingkungan>

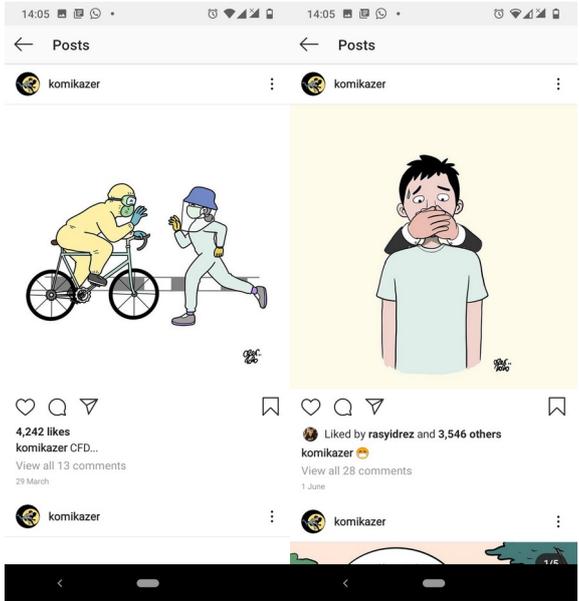


Figure 6. Reza Mustar illustration style

Source: Instagram

3.3 Tokai Gas Lighter Match

Tokai is a brand of gas lighter that is widely marketed in Indonesia. Tokai matches are often given various photos and illustrations. Tokai gas lighters usually put special photos or illustrations on certain holiday celebrations, such as in figure 7. In one edition of the gas lighter, Tokai collaborated with The Popo and Komikazer to provide visual illustrations of characters on the front side of the gas lighter, as in figure 8.



Figure 7. Camo illustration on Tokai gas lighter in commemoration of TNI Day
Source: Instagram



Figure 8. Tokai x The Popo x Komikazer front side and back side

3.4 Discussion

Tokai x The Popo x Komikazer is a collaboration edition of the Tokai match company with The Popo and Komikazer. In this research, a questionnaire related to the matches was carried out, as in figure 8, to find out whether the collaboration by placing illustrations could add to the public's interest in these matches. From the questionnaires that were distributed randomly through the WhatsApp application, they were given a questionnaire link on the Google Form. Feedback was obtained from 124 respondents consisting of 31 female and 93 male respondents, who live in various cities in Indonesia which are dominated by Bandung as much as 48.3%, while the rest are scattered in various other cities. Educational background of respondents 75.8% Diploma, 11.3% High School, Undergraduate, 10.5% Strata 2 or Masters, and 2.4% MPR, Doctoral or Strata 3. The age division follows the 2009 Indonesian Ministry of Health standards; late adolescents aged 17-25 years, Early adults ages 26-35 years, late adults 36-45 years, early seniors 46-55 years, late elderly 56-65 years, and seniors over 65 years old [8].

From several brands of gas lighters on the market, the knowledge about the brand of matches that respondents know are as follows; Cricket as many as 70, Tokai as many as 62, Hugo as many as 7, and 31 answered that they did not know the brand of gas lighters on the market. In this questionnaire, respondents are allowed to fill in more than one brand. Brands are very important in the market because in the same product line there are various brands that compete with each other to win the hearts of consumers [9]. As for the reason consumers buy gas lighters due to the function of as many as 114, because the price is affordable as many as 28, because of the shape or elements of the matches as many as 20, and because of the collection of 8.

For the illustrations placed on the Tokai gas lighter, namely The Popo and Komikazer, respondents stated that 68.5% did not know The Popo and 31.5% knew the illustration of The Popo, while the Komikazer illustration stated 67.7% did not know, and 32.5% knew Komikazer's illustration. But when given two choices to choose a gas lighter without illustration or to choose a Tokai x The Popo x Komikazer box, respondents chose 75.8% Tokai x The Popo x Komikazer gas lighter, compared to 24.2% un-illustrated gas lighters.

When respondents were presented with Tokai x The Popo x Komikazer gas matches, the most interesting thing about these matches was the theme or message content in the illustrations as much as 52%, then 36.6% due to the illustrations of The Popo and Komikazer, while the rest were given the practical function of the matches gas and because of the brand of gas lighters, as in figure 9. One good illustration is that it can convey ideas that can be translated through an original message as a characteristic of the artist making it in the form of illustrations, even though it is conveyed through direct messages or humor [10]

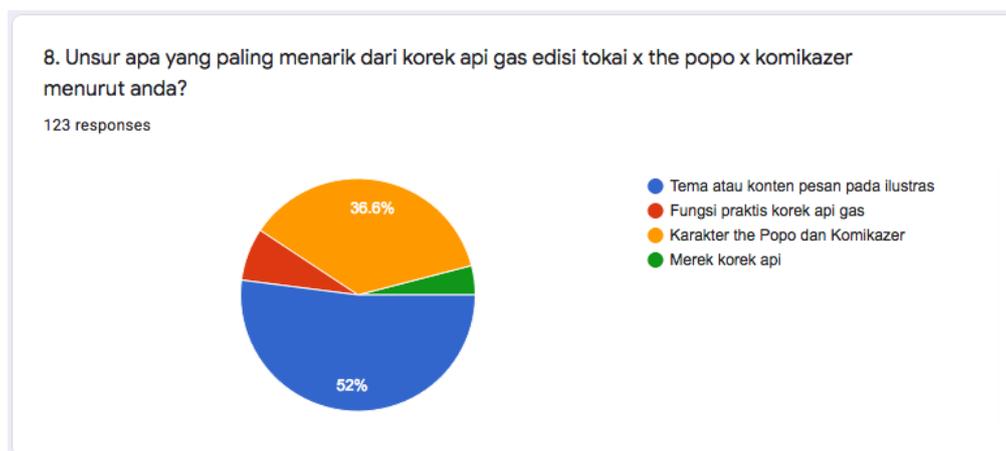
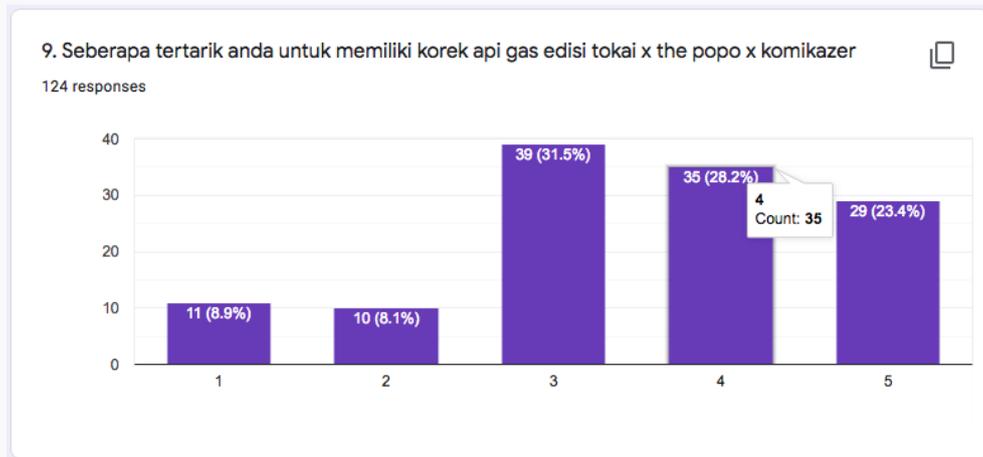


Figure 9. The results of the respondents' answers regarding the most interesting elements in Tokai x The Popo x Komikazer gas lighters

Source: Google Form

When respondents were asked to fill in how much interest in owning Tokai x The Popo x Komikazer gas lighters which were divided into 5 points, where point 1 is very unwilling, until point 5 is very eager, the respondent stated 5 points as much as 29, point 4 as many as 35, point 3 for 39, point 2 for



10, and point 1 for 11, as in figure 10.

Figure 10. The results of respondents' answers regarding interest in owning Tokai x The Popo x Komikazer gas lighters

Source: Google Form

Conclusion

From this research, it can be concluded that the Cricket brand of matches is better known than Tokai brand, respondents have a tendency to buying gas lighters because of its function, but if there is an illustration on a gas lighter, the respondent prefers a gas lighter with an illustration than without an illustration. Respondents also emphasize and consider the message content conveyed by the Popo and Komikazer more interesting in the form of illustrations, compared to only the figures of The Popo and Komikazer.

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