Advertising an Sub Culture Food: Arm Burger as 'Underground Meal'

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Abstract. Food sources in food products greatly help the economy in Indonesia, especially in the city of Bandung, thus making culinary products increasingly mushrooming in the community. One of the entrepreneurs in the city of Bandung in food products is Army Zein as the owner of Arm Burger in Bandung since 2017. Arm Burger products have a different concept from other products, because they have an underground music theme. In the process of preparing this design focuses on visual photography on Arm Burger products to avoid a broader discussion. The purpose of this design is to provide a burger image with a strong underground music theme to potential consumers, through visual advertising on social media, to be more interested and make potential consumers want to buy Arm Burger products. The data collection process used in this design uses qualitative methods based on facts that will be developed again. The results obtained in this design are that there are still many people who do not know and think that Arm Burger product photography does not illustrate the theme of underground music. Through the visual design of Arm Burger product photography advertisements, it is hoped that the visual image of underground music can be conveyed better.

1. Introduction

Currently not a few people in Indonesia who become an entrepreneur, because of the lack of jobs that make people are required to think creatively, so that later can provide a new innovation. As explained by Machfoed, an entrepreneur must think as creatively as possible and be responsible for every failure that will occur in the future. Especially in opening a culinary business, because business opportunities in food products are quite easy, so it can be done by anyone [1].Over time, food sources in entrepreneurship in food products are also very helpful for the economy in Indonesia, one of which is in the city of Bandung. In addition, there are now a lot of food bloggers or commonly known as content creators in the field of food, food bloggers are quite helpful for entrepreneurs in selling or promoting food products. Food bloggers can create creative food content and also arouse the appetite of potential consumers later, thus making a special appeal to everyone who sees the content. Bandung city until now has a variety of culinary that is quite varied, such as regional specialties or even food from outside the area that is explored again, thus creating a new and unique food. In addition, the city of Bandung is also a place of interest by other cities as a place in culinary business opportunities.

One of the entrepreneurs of food products in Bandung is Army Zein. Since 2017 Army pioneered Arm Burger products and already has two branches, the first is on Jl. Ir. H. Juanda No. 50 front of Hotel Utari Dago. Then the second branch is at Stop & Shop Jl. Orchid No. 55. Arm Burger products have a different concept from other products, because it has a theme and elements of underground music in its products. As in the packaging design or naming of any burger menu that is always related to history, song lyrics, or anything related to underground music. One example on the menu of Arm Burger products sold is Double Partner, the word" Double Partner " is inspired by a punk rock couple from London, John Simon Rithie A. K. A Sid Vicious (bassist Sex Oistols) with Nancy Spunce. John and Nancy are a harmonious couple, so expect this burger to be a harmonious blend of flavors.

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Arm Burger began to introduce each product through several events that have been held before, namely a food event with elements of underground music, which aims to promote Arm Burger products. Creativity in the promotion of food products is very important, because so many competitors are popping up with similar and similar products. In addition to the taste of food, promotion in social media must also be attractive in order to have uniqueness and be a differentiator with competing products. Kartajawa in a detikFood article said "buying and selling online has become a new alternative to ordering food and drinks. OMNI Channel development or choosing a store from more than one channel is already developing. Online and offline can be integrated i.e. ordering food online can be delivered or picked up somewhere, " [2].

Arm burger products make social media as one place to sell and promote its products, by uploading photos as commercial ads from several Arm Burger product menus. Commercial advertising photos on a food is very important, because it adds to the appeal and makes everyone who sees it know how the taste of the food product before trying the food. Based on research, underground music theme on Arm Burger product is still less visible, as the property is less attention in doing product photos, so the resulting photography seems simple. Then between objects with the background look together or do not look to have space. Typography in one of the menu names, Black Bold Strong, does not give a strong impression of a musician because the typography is too small, as in Fig. 1. Food photography is a composition that is captured on camera through the process of arranging objects and also taking pictures that are well conceptualized. But on Fig.1 this is not in accordance with the previously described photographic standards.

Figure 1. Arm Burger visual Product

As expressed by Sukarya, a work of art on photography using special equipment, techniques, and composition. Each expected photo does not always depend on the complete equipment, but how photography is expected to be in accordance with the theme set so as to produce visuals in accordance with food photography standards [3]. Arm Burger product is only known by some people that is only underground musicians only. This can be conflicting, Arm Burger can be a success if it can communicate that uniqueness. Conversely, it will be a negative if it is unable to communicate it. As in Hartnett's research, which reveals the importance of creative ads to reach optimal marketing. Not only creative in visual form, advertising media channels are also required to be able to attract consumer attention [4]. Even though this product has a great opportunity to be better known by the public, as in good taste for those who have already bought this product. But people are reluctant to try because the price on the product is quite expensive and not in accordance with the visual displayed.

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The interesting thing about this design is the challenge of visualizing food that has an underground music theme. The design must still display the image of delicious food, whetting the appetite of its consumers. This image can be obtained by displaying clean, hygienic visuals, as well as the taste and composition of burger products. While on the other hand, the underground elements that are usually visualized with colors that have dark, messy, rebellious and hard life themes should also not be ignored. Theodorakis argues that the application of rhetoric in advertisements based on controversial topics such as violence may not be effective [5]. Wolburg's study on messaging strategies tells a different cultural story, reflecting different ideologies for the two countries [6]. This means that each country requires a different approach to advertising through its culture. In the study, American advertisements placed alcohol as part of normal life, whereas Ukrainian advertisements showed conspicuous consumption and celebrated the shift towards a market economy. They must not only sell the product, but also teach Ukrainians how to be part of the consumer culture. Thus it is hoped that this design can produce a form of advertising design that successfully combines these 2 paradoxical things. Hopefully this design can also be used as a reference in building a product advertisement with a sub-culture theme. So that later it can provide benefits to the science of Visual Communication Design.

2. Methods

In the design of visual persuasion of this ads, will be divided into 2 types of media design. The first is the main media in the form of visual photography advertising which will introduce Arm Burger products themed music underground with full of flavor. Both are supporting media Arm Burger products in the form of merchandise and packaging with a unique design that is not far from the theme of underground music. Before doing the publication stage, it is very important to determine the concept and also the idea so that the resulting work can be more accurate. Such as determining properties, making concept sketches, based on phenomena and problems that occur in the product, after which new advertising visuals can be produced. In this design requires photographic tools and photography techniques that will be applied in the future. Because visual advertising is designed like a commercial ad, it is necessary tools and properties that can support the design process when performing execution.

Furthermore, this stage of the production process is a process in making visual concepts based on visual elements that have been determined. This visual concept is also determined from the keywords that have been collected based on the problems that have been obtained. The Keyword that is determined is underground music which is the theme and also the main problem. Then at this stage is the production stage is the process of maturity of the work that has been prepared at the time of pre-production. Each concept and also the next elements go to the production stage, starting from the results of photography that has been selected, then the editing stage, visual preparation, typography, layouting and finally publication distribution.

According to Tjiptono, distribution strategy and deployment time each media has 4 stages of deployment time, namely, product introduction (Introduction), product growth stage (Growth) product assessment stage (Maturity) and product decline (Decline) [7].

- Product introduction (Introduction), the general characteristics at the introduction stage are sales that are in the early stages that begin to develop due to high market resistance, usually carried out product modification testing in testing and development, production and marketing costs are predicted to be very high. At this stage this supporting media will be widely distributed in the city of Bandung, which aims to introduce Arm Burger products, as well as provide appeal to potential consumers. Medias that used on this stage are Instagram Feed and Poster. Instagram Feed will be the main media in providing information about Arm Burger products. The visualization that will be published through this media is a photographic visual that provides a very strong underground music theme element. In addition, the food photograph on the resulting burger will look sharper, because it uses a good lighting setting that is using an external flash. Poster on this supporting media informs the Deck of Cheese menu.

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In the visual photography ad will show a burger that has a high spirit when playing music, so it gives the impression of underground music. Equipped with a background of an underground music guitarist who is seen playing the guitar. Posters will be distributed in every crowded place, such as supermarkets, minimarkets, cafes, office or school canteens.

- The stage of product growth (Growth)
  The form of product refinement strategy has certain characteristics or properties and the creation of new models, the development of market segments such as discounts. After spreading the previous content, the next stage is to publish it through social media, namely instagram, youtube and the web. This is done so that audiences can spread and invite close relatives to buy Arm Burger products.

- Product Maturity and Product Decline Stages.
  Maturity is a period of decline in sales growth because the product has been accepted or has been sold to most of the target audience. Meanwhile, decline is a stage of additional investment in order to dominate or occupy a good competitive position. This last stage is product maturation by giving away or holding events with merchandised prizes from Arm Buger. This is nothing but to gain the full trust of the audience, and make. They will continue to come to get Arm Buger merchandise. Merchandise that used are t-shirts, flyer, stickers, pin, and food truck.

2.1. Target Audience

In a designing process, a target audience study is needed, so that later it can determine the visual language based on the target audience to be determined. The target audience is very influential on the delivery of communication to the audience, because later it will make it easier to read or see the visual form that will be conveyed. Cangara said, the target audience or commonly referred to as audience, decoder, or communicator. The audience is one of the most important parts in the design communication process [8]. Therefore, the success or failure of an advertising visual communication process is largely determined by the target audience.

2.1.1. Demographics

In the age range of late adolescents and adults 17-30 years old who are students, students and workers are the target market for this design. With this age range, different results or views on ArmBurger products will be obtained. With a selling price ranging from Rp. 20,000 - Rp. 70,000, the product is included in the middle to upper class food group. Because many people think that the price range includes food products that are quite expensive. The mindset of each person is different, so several different points of view can be determined to get the selling value of the product.

2.1.2. Psychographic

The psychographic target audience has characteristics in the form of being able to think rationally and filter any information obtained. In addition, with this age range, they are also able to absorb the visual advertisements given carefully. As explained by Piaget in Santrock, adolescents will begin to understand the world according to biological factors that are naturally acquired. Late adolescents towards adulthood will actively build the information obtained not directly taken for granted. In addition, late adolescents towards adulthood have also been able to process their way of thinking so as to bring up a new idea [9].

2.1.3. Geographic

Bandung City will be the main target in this design because Bandung City is the location where ArmBurger products were established, besides that Bandung City is also one of the centers of major cities in the culinary world in Indonesia.

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2.1.4. Consumer Insight

Consumer insight is important in ad design, both traditional advertising and advertising done by artificial intelligence. In accordance with Qin & Jiang's study in an advertising strategy conducted in China [10]. The people of Bandung have their own views on underground music. As a city with a large creative industry, people are used to unique product themes. They are not closed to new things. Fortunately, this is also in line with the mindset of the younger generation, who consider food not only a basic necessity, but also a lifestyle. All it takes to sell a food product is a good place, or a unique flavor, that can represent their lifestyle.

2.2. Communication Objectives and Approaches.

2.2.1. Communication Objective

In this design, the communication objective of this Arm Burger product persuasion is to provide a product image through visual advertising that is more efficient and effective. Visual advertising on Arm Burger products is expected to provide perceptions that make potential consumers interested and the product can look more like a strong image. Namely, its own uniqueness related to music, so that it becomes a differentiator from competing products.

2.2.2. Communication Approach

The communication approach in designing this visual advertisement aims to make the target audience easier to receive the message conveyed. This communication approach is divided into 2, namely verbal and visual approaches. The communication that will be conveyed will be in the form of visual advertisements in which there are writings and visuals that will be digested by the audience. Therefore, the visual advertisements delivered must be with language or messages that can be understood by the target audience well. The following is a communication that will be an influence in this design:

Verbal Communication Approach

In this design, the verbal communication approach that will be applied is to use 50% Indonesian and 50% English. Based on the geography that has been determined, namely the Bandung City area, the language conveyed is Indonesian, because Indonesian is the daily language. So it is hoped that the audience or potential customers who read easily understand. While 50% of English is from the names of the Arm Burger product menu, and will be applied to the packaging or visual headline which will be the main reference in attracting attention. The English delivered is also quite important, because it will give the impression of 'slang' towards late adolescents towards adulthood. In addition, the Indonesian language conveyed in this visual advertisement uses non-formal or informal language, but still uses good language.

Visual Communication Approach

In this visual approach is the most important part, because it will be the first impression on potential customers when they first see Arm Burger products. The main media advertising visual chosen is photography, so that people can more easily find out about Arm Burger products in the visual form of the advertisement. As explained by Kurniawan in the journal, photography can tell a diverse story in it. Photography has a descriptive or real nature because it cannot be denied [11]. In this visual photography in it will show one of the menus of Arm Burger products, namely the Deck Of Cheese menu. Then equipped with several complementary properties such as musical instruments and also talents who act as chefs or underground band personnel from Arm Burger. This is done, none other than to introduce Arm Burger products to potential consumers and make potential consumers interested in buying Arm Burger products.

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2.3. Mandatory

Mandatory is an institution or company incorporated as a CV or PT that is directly related to visual advertising, namely the Arm Burger product itself. In making an advertising visual, a mandatory is needed which is a partner in working together, so that the design of Arm Burger advertising visuals is more directed. Mandatory in the culinary world is influential in this design because Arm Burger's activities always have a good impact in promoting home industries, restaurants, cafes or anything related to culinary through social media. The logo of the mandatory itself can be seen in Fig. 2.

Figure 2. Arm Burger Logo

2.4. Creative Strategy and Media

The creative strategy in this visual advertising persuasion aims to give an interested first impression and make the audience tempted to see Arm Burger products. The following is a creative strategy that will be applied to visual advertisements later:

2.4.1. Copywriting

In one of the menus that will be raised, namely Deck Of Cheese, the tagline "The End Is Near" will be determined, which can be interpreted as the burger eaten will die after entering the consumer's mouth. In accordance with the previously determined theme, namely the principle of personification.

2.4.2. Storyline

In this photography, it tells the story of an underground musician who is playing guitar and also drums with enthusiasm because he has eaten the Deck Of Cheese menu. Then depicts a chef or cook with a strong and assertive character worthy of underground musicians. The chef is preparing the ingredients for the burger menu that will be served, then the burger is processed with the spirit of youth.

2.4.3. Visual Design

The visual concept of advertising in this design is to use a photographic advertisement through persuasion on commercial social media. By displaying Arm Burger products directly, so that the audience or potential consumers can know the character and characteristics of this product, accompanied by the theme or nuances of underground music. The strategy of using photography aims to strengthen the image and provide a representation of the reality of the product to consumers. The use of 'unreal' representations in an advertisement, however, has been perceived unfavorably by consumers. As Kim et al research found that the impact of unrealistic images is not limited to product evaluation, but also extends to actual consumption [12]. In addition, the visual advertisements displayed will show the

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packaging property which is designed in accordance with the main theme of this product, namely underground music.

3. Results and Discussion

Design Format The design format in this design is very influential on the aesthetic value which will later make the audience or potential consumers who see, give a positive impression and values towards ArmBurger products. According to Kurniawan, every design created must be able to make a positive contribution to the behavior and culture of the target audience. In addition to providing abstract ideas in a design, the ease and aesthetics of design will also have a positive impact on society [13].

3.1. Layout

The layout in this visual advertising design is by placing the main object or Arm Burger product as the center, so that people can recognize this product first. Then supported by copywriting, namely the menu as a headline, then the tagline and also the logo. This layout applies to every published media such as main media and supporting media including instagram feeds1080 px x 1080 px, instagram stories 1920 px x1080 px.

Sequence

This sequence is the order in reading the ad visuals displayed. This is to provide clarity to the information that will be conveyed to the audience, Fig. 3 and Fig.4 are examples of sequence layouting.
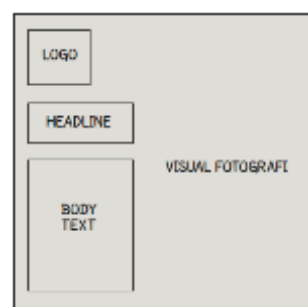

Figure 3. Arm Burger Logo   **Figure 4.** Arm Burger Logo

Emphasis

Emphasis in this visual photography advertisement must pay attention between the object and the background or space in 1 frame of the visual displayed. This is very important to pay attention to, because it avoids the previous problem, which is that the object and background seem to merge. In addition to the space in visual photography, color and the 3 photographic triangles must also be considered in order to provide maximum results.

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Balance

The balance used in this visual design advertisement is using the rule of third photography technique, by making the main object, the burger, right in the middle of the frame. In taking this picture, it will make the photography results less boring to watch, especially for potential customers so that they can enjoy the process of making burgers in Arm Burger products.

Unity

Each element contained in the visual advertisement that has been determined, is a unity that has aesthetic value and can create a strong image of Arm Burger products.

3.2. Typography

The typography used in this visual design uses 2 types of typeface, namely headline and body text. The headline that will be applied is one of the names of the menuburger "Deck Of Cheese" which will be the object of visual advertising. Equipped with the tagline "The End Is Near". The font used for the headline is Easycore, the font was designed because it was inspired by underground music, namely heavy metal, pop punk, rock, hardcore can be seen in Fig. 5. Besides music, this font is also inspired by everyone who likes skateboarding, or the graffity community. Therefore, this font was chosen to give the impression of giving a breakthrough spirit when applied to the main media or supporting media.

Figure 5. Font Easy Core

This Easycore font was chosen because it has a character that is almost the same as one of the logos of musical bands with the paper music genre, The Clash. Because the font type in Easycore is italic, it gives a firm impression and can provide an image of enthusiasm in music with a loud genre. While the font used in the body text is SF Cartoonist Hand, which is published by ShyFont and is a commercial font. The font type is sans serif and belongs to the comic font family. This font is used to make the writing lighter and more friendly when read. Here is Fig. 6 of the writing on the font that will be used:

Figure 6. Font Easy Core

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3.3. Color

Color is one of the elements of beauty in art and design in addition to other visual elements, Darmaprawira [14]. Furthermore, Sanyoto defines color physically and psychologically. Color physically is the nature of light emitted, while psychologically as part of the experience of the sense of sight [15].The choice of color in the visual design of this advertisement is one of the important factors that will affect the aesthetic value of Arm Burger products. Color in photography is also very influential so that food objects look more real and also tempting.The colors chosen in the design of this visual advertisement are green and terracotta gradations, in Fig. 7 is a visualization of the color. This color was chosen because it adjusts the color on the burger, and will be applied to the main media and supporting media. In addition, the green color is also taken from one of the logos of the genre of horror punk, Misfit.
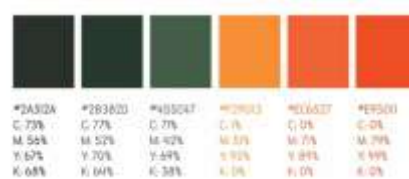

Figure 7. Color Pallete

3.4. Illustration

The main part of this design is the photography of the Arm Burger product. In taking photography in this design using the food photography genre storyteller, the genre is a type of photography on food in which there is a message or story to be conveyed to the audience. This can be associated with various elements or properties that will be used based on a predetermined theme to achieve the message. The underground music image, composition, and taste of the product will be represented in the form of an actual burger. However, the burger is not visualized as a product that is served still on a plate, but is laid out with added motion effects, as seen on Fig. 8. This illustration strategy is used to provide a dynamic musical image. Grigsby researched that single image-based ads with appropriate and high levels of narrative can encourage consumers to highly empathize with the ads, activating the imagination. In addition, by providing depicted motion effects and humanization as special tactics that advertisers can use in a single image to persuade through narrative transport [16]. In addition, the motion effect can also be metaphorically interpreted with the upbeat beat of the music. As Beard findings demonstrate the superiority of metaphorical ads for integrating contents of the ads and the creation of "sticky" brand impressions [17].

Figure 8. Arm Burger's Product Photo 1

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Therefore, in order to achieve the theme of underground music in the resulting photography, some property is needed to give an impression that is more easily digested by potential consumers and the atmosphere of underground music is more pronounced. The properties used include guitar, snare drum, underground music poster, microphone, music studio lighting and a place setting that depicts a recording studio. In the 2nd ad series, the underground music metaphor is represented through a 'singing' burger, see Fig. 9. Personification is used to visualize the stage action of a vocalist in a band. Whereas in the 3rd photo, the delicious image is further reinforced with the visual of the burger on a tray carried by a tattooed chef, Fig. 10.

Figure 9. Arm Burger's Product Photo 2

Figure 10. Arm Burger's Product Photo 3

In this case, the designer strongly believes in the positive impact generated through the above narrative. A well-presented food ad may have great value. But don't forget the narrative behind it, especially if it carries a unique image of underground music. The designer agrees with the findings of Kim, who conducted a study involving a random sample of 25 narrative TV ads and 25 non-narrative TV ads. A total of 484 non-student research participants confirmed that the four variables of emotional response process, ad hedonic value, ad credibility, and perceived goal facilitation collectively mediated the positive effects of narrative (versus non-narrative) ads on attitudes towards ads and brands. [18].

In addition to the illustration, pattern are used in the visual approach of this advertisement are only as a complement to the visuals displayed. This illustration is applied to the packaging or packaging, the illustration is a photographic pattern of burgers and ornaments related to underground music. Because the visual is dominated by the main object, namely the visual burger, then the application of this illustration is only for decorating the complementary layout on the advertising visual, see Fig. 11. This illustration is designed in the form of a pattern that has character but looks to depict underground children made using irregular patterns and but still provides aesthetic value adjusted to the theme of underground music. The technique of making this illustration pattern uses product photography techniques that use a plain black or white background, so that the object is then made in the form of a png file through the editing stage in Adobe Photoshop. The new illustration for this packaging is expected to be a special attraction and create an image that characterizes the Arm Burger product.

Figure 11. Burger Pattern

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In this promotional design, it can be determined that the main media is a form of promotion to provide an image for Arm Burger products through social media. Then in addition to the main media there are supporting media, so that they can help in promoting Arm Burger products.

3.5. Final Design

In redesigning this persuasion, the main media chosen is promotion through social media, the visual advertisements made want to focus on the elements of the Arm Burger product theme, namely underground music. The social media that is determined is Instagram, because in addition to being easily accessed by anyone, because Instagram has also been the main social media in introducing Arm Burger products.

Instagram Feed

The photography produced in this advertising visual uses the personification majas, so that it depicts the burger character like a underground music band personnel. The resulting visual has 5 different concept stages, as previously explained, this aims to make the visual look more fun and not boring because it has a different concept. The first stage is information to potential consumers that Arm Burger has a new face, namely on the Deck Of Cheeze menu which produces more depicting the underground theme. The distribution on Instagram is included in the introduction stage, starting from the notification of product launching in June, to the promotion or decline stage.

Size: 1080 x 1080 px for feed and 1080 x1290 px for instastory.Material: Jpega. Instagram FeedThe lucky post in June was information about the new face of Arm Burger, then in August Arm Burger held an event which was a celebration of the return of Arm Burger after the pandemic. After that, the last is the promotion year on August 17 as a celebration of the Indonesian Independence Day 2021, see Fig. 12.

Figure 12. Instagram Feed

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Instastory

For instastory, it is the same as the visuals on the Instagram feed, which has several different stages, the following is a visualization of the instastory in Fig. 13:

Figure 13. Arm Burger's Instastory series

Supporting Media

Supporting media is media that can help promote the main media, so the supporting media created must be interconnected with the main media and of course with the elements of the underground music theme itself. This is intended so that Arm Burger products get a more characterized burger image. For example, when consumers see burger products related to music, consumers will know if the burger product is an Arm Burger product even though there is no logo on the product photo displayed. This supporting media is processed using photography which is complemented by design and digital elements with the theme of underground music. This supporting media includes printed works such as tipping packages, merchandise, and food truck food truck that serves as a booth during music events.

4. Conclusion

This persuasion redesign is an information to the audience or potential consumers that Arm Burger products currently have an image in the form of advertising visualization, namely a photographic visual that applies underground music themes in order to make it remembered in the minds of potential consumers. The food photography genre used in this design is storyteller, this genre is a type of food photography in which there is a message or story to be conveyed to the audience. As in the design of the burger visualization made, which has an element of underground music theme with the genre of death metal and also horror punk, then applied to the main media and also supporting media. In addition, the main photographic object, depicts a living creature that will die when eaten by consumers, because this design uses personification. The writing of the tagline "The End Is Near" is taken from the lyrics of death metal and horror punk songs, namely everything is close to the end of time or also death, so it is as if the burger will die if it is eaten. Each ornament made also depicts the character of the underground musician's own children who apply freedom to their lives. On the supporting media that is distributed directly to the public, there is a barcode that if the QR is scanned, it can be directly connected to the Arm Burger social media account. This aims to make the promotion in this design more focused on Arm Burger's social media products. Therefore, the visual design of food product advertisements must be able to provide a burger image with a more striking underground music theme. So that when potential consumers see visual products with underground music imagery, they remember products from Arm Burger. Although the visual of the burger product does not always apply the Arm Burger logo.

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