

## Visual Persuasion on Commercial Movie Series of Toyota: *Mengakhiri Cinta Dalam 3 Episode*

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**Abstract.** Special regulations that arrange certain product specifications, affect how products are advertised. Products are advertised by looking for a unique selling point of the advantages offered compared to competitors, and the problem is special regulations that make the product lose its characteristics and user interests. For example, emission regulations have led to the emergence of a new type of car called Low-Cost Green Cars and resulted in a lack of demand for city car products. This research analyzes the persuasion strategies used to advertise Yaris, a city car product of Toyota, in the medium of the movie series: *Mengakhiri Cinta Dalam 3 Episode*. Qualitative methods with the content analysis are used to analyze the application of visual persuasion, an approach that tends to override functional benefits and relies on creativity in dealing with product deficiencies and forming a positive product image. The research was conducted by analyzing videos on the Toyota Indonesia YouTube channel. Data were collected using the study literature method and interviewing related sources. The results show that the product image shown through this movie series character image and some of the product advantages displayed in the storyline of the movie series.

**Keyword:** Toyota Ads, Movie Series, Commercials, Persuasion, Visual Ads.

### 1. Introduction

Advertising, both commercial and non-commercial, is a way of conveying information about a product, service, or idea to an audience, which is delivered in audio, visual, or audio-visual form. In advertising, the characteristics of a product are usually presented by the advertiser to the audience, because basically, manufacturers design these characteristics to fill consumer needs [1]. In conventional advertising, the information conveyed by advertisers is usually about basic characteristics of the product such as features and price. This information is processed into a unique selling point which will then differentiate a product from its competitors. This differentiation will determine the position of the product among consumers which is used by advertisers as a reference in designing product marketing strategies [2]. Because the information conveyed is also a basic function attached to the product, the communication that is built is more of an offer nature.

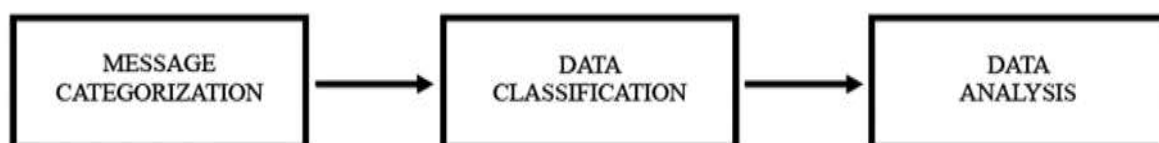
In its development, factors such as competition between products, technological developments, changing patterns of consumers, and even government regulations, make the functional benefits of a product not strong enough because it is too similar between one product and another, or the characteristics it has are not strong enough or it is called floating characteristic product [3]. Products like this require a more varied approach, such as the visual persuasion approach, which embeds the concept of value that is developing in society to build an association or image of the product as something that is offered to consumers, in addition to offering the functional benefits mentioned earlier

[4]. In this case, the image is defined as the impression that a person gets based on his knowledge and understanding of the facts and reality about a product [5] while the brand association is a relationship with a brand with a certain concept that the consumer remembers when he encounters the brand [6].

One of the advertisements using a visual persuasion approach was carried out by the automotive company Toyota in marketing the Yaris, their city car product which is starting to find it difficult to compete due to vehicle regulations set by the government. According to the Association of Indonesian Automotive Industries (GAIKINDO) interest in city cars has continued to decline since the government issued PP number 41 of 2013 regarding environmentally friendly vehicles [7]. This regulation encourages vehicle manufacturers in Indonesia to produce a new type of vehicle called the Low-Cost Green Car (LCGC), a 4-wheeled vehicle with an engine capacity of 980-1200cc, a fuel consumption of 20km/liter, and a 4+1 passenger configuration, specifications that make this type of car suitable for use in the city [8], such as city car products. The characteristics of the two products have much in common in terms of vehicle size and function, making the LCGC more salable in the market because it has more advantages at a lower price and more economical fuel consumption than a city car. This is the reason Toyota took a new approach to advertising these products. Similar research on advertisements, previously mostly carried out only limited to advertisements of sensitive products, which more often takes this kind of approach. According to Siwardikhun, sensitive products in the advertising world include alcohol, cigarettes, pharmaceutical condoms, and drugs, which in the world of advertising practitioners are known as the acronym AKROBAT [2]. A similar approach to automotive product advertising, which uses the same approach, opens up the possibility of using this strategy in other types of products, because the factors that encourage advertisers to use this strategy as discussed previously may also occur in other products. This study attempts to analyze the strategy used by Toyota in marketing Yaris products with the medium of serial films that are broadcast on the Toyota Indonesia Youtube channel.

## 2. Methods

This study uses a qualitative content analysis method. Content analysis is a method for studying and analyzing communication systematically, objectively, and quantitatively toward visible messages [9]. This method was originally used in analyzing an object in the form of writing, but there are several recent studies with visual and audio-visual objects that use this method, such as research conducted by Kurniawan & Rochmawati which analyzed the meaning of representation of driving style in television advertisements [10]. This method was chosen because the qualitative content analysis is not only able to identify visible (manifest) and hidden (latent) messages [11], these two criteria are important to note, because, in the object under study, there are 2 categories of information conveyed by advertisers, namely information on the basic product characteristics that are manifest messages and information related to image and brand associations that are latent messages. Both categories of messages will be read from 2 different information presentation techniques in this commercial series, namely manifest messages displayed from the use of the features of the Toyota Yaris, and latent messages depicted by character depictions throughout the film. Because in visual persuasion advertising techniques, image depictions and brand associations are always attached to the characters in the ad [12]. The flow of qualitative content analysis in this study can be seen in figure 1:



**Figure 1.** Content analysis qualitative flow

The research was conducted by analyzing objects downloaded from Toyota Indonesia's Youtube channel, then cutting them per sequence and scene, in order to be able to examine the elements that appear without removing the context from the story of the film series. The results of these observations are then translated and conclusions are drawn about the information that is trying to be conveyed, both information in the form of the basic functions of the product, as well as the associations and image that Toyota is trying to build about their product.

### 3. Results and Discussions

#### 3.1 Commercial Movie Series

Commercial movie series is a marketing method that uses films or series as an advertising medium. Initially, films or series were only used as a place to embed products, but in its development, several film series was originally designed to market one product, of course, while still paying attention to the structure and principles of film production [13]. This marketing method is a new strategy that is starting to be widely used along with the many streaming services in Indonesia [14]. Another factor is the effectiveness of this type of advertising which makes many companies want to use this strategy [15], of course many production houses take advantage of the company's interest to help finance the production of the film or series. Road movie itself is a genre in which the main characters go on a journey that changes their lives [16]. This movie series directed by Yandy Laurens has a total duration of 52 minutes 38 seconds and is divided into 4 episodes.

This movie series tells the story of the end of an 8-year relationship between the characters Satrio, played by Dion Wiyoko, and Ayu, played by Sheila Dara Aisha because Satrio has doubts about his love for Ayu. A supernatural condition then occurs when Ayu and Satrio can read each other's hearts. The premise of this movie series is about the courage to break away from things that we consider to be binding, and keep moving forward, in accordance with the spirit promoted by Toyota: go beyond.

#### 3.2 The Toyota Yaris

The Toyota Yaris is a product from Toyota which was originally labeled as a compact hatchback and was first launched in 1999 in Europe with design, engine performance, guaranteed safety, and optimal fuel consumption, to enter the European market. to Indonesia in 2013, to fill the city car market share which was in great demand at that time [18]. Toyota advertises its products through scenes that tell the journey of Satrio and Ayu driving the Toyota Yaris, which is described as a city car that is able to overcome many of the stereotypes of a city car. The city car itself is a small car intended for use in the city. City cars have higher performance and a better level of safety than micro cars, or another term for *kei-cars* (or lgc), because of their tiny shape, this type of car is designed to be agile and comfortable to drive in cities with heavy traffic, easy to find a place for parking, and relatively economical fuel consumption [19].

#### 3.3 Analysis of The Commercial Movie Series of Toyota: Mengakhiri Cinta dalam 3 Episode






As explained in the previous discussion, the information conveyed in advertisements can be in the form of functional benefits which are the basic characteristics of the product such as features and price, or characteristics which are concepts embedded by advertisers such as the image and association of the Yaris brand.


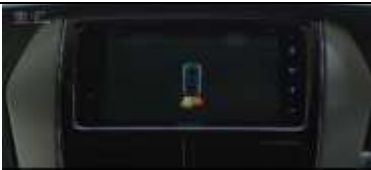




Visible messages or manifests in the form of functional benefits of the advertised products can be seen from the elements that appear in the movie series scenes which show information in the form of product features of the Toyota Yaris. Meanwhile, hidden messages or latent messages in the form of associations and brand images are embedded in the main character of this film series, namely Satrio. The research was conducted by dividing the film into episodes, then sequences, and scenes to then analyze the elements that appear in the scene to draw conclusions regarding the information being conveyed. From the whole film, 20 scenes were obtained which were the key information that Toyota








was trying to present in this advertisement. The 20 scenes that have been selected are divided into 2 categories, according to the form of the message, namely latent or manifest messages, where the two categories will be grouped according to the classification of the message being conveyed, as can be seen in the table 1:





**Table 1. Information on Movie Scene**

NO	Image	Time code	Image Description	Image Information	Message type
1		Episode 1 Scene 1 minute 00.00.48	Satrio tries to talk to Ayu outside the car, but Ayu cannot hear Satrio's voice.	This scene depicts the atmosphere outside the vehicle as a comparison for the audience about the soundproofing features of the Yaris car cabin.	Manifest message about product feature
2		Episode 1 Scene 1 minute 00.01.21	Satrio wipes the ice cream stain from Ayu's mouth using his hand.	This scene tries to build Satrio's image as a man who protects	Latent message about brand image
3		Episode 1 Scene 3 minute 00.02.01	Ayu and Satrio are in the middle of a long journey.	Is a scene that continues to repeat throughout the film to describe the long journey. It also builds the impression that the Yaris is a city car that is still reliable when used on long trips.	Manifest message about product feature
4		Episode 1 Scene 4 minute 00.02.21	Satrio and a gas station attendant were seen waiting for the refueling process from the Yaris around Central Java and Yogyakarta. Satrio looks down from the vehicle.	Shows the efficient fuel consumption of the Toyota Yaris. Satrio's attitude of choosing to step down in Indonesian culture is also a form of politeness.	Manifest message about product feature and Latent message about brand image
5		Episode 1 Scene 5 minute 00.02.52	Ayu was sleeping soundly and only woke up when Satrio deliberately opened the window glass.	This scene illustrates the comfort of the Toyota Yaris cabin, also further clarifies the tightness of the vehicle's cabin.	Manifest message about product feature

6		Episode 1 Scene 6 minute 00.03.08	Satrio can be seen getting out of the car and inspecting the shipyard business that he manages. Ayu sits in the front seat with the car window open.	In this series, Satrio is described as a successful young man. The brand association that is trying to be embedded in this social group is the Toyota Yaris	Latent message about brand association
7		Episode 1 Scene 7 minute 00.03.56	This scene tries to build Satrio's image as a man who protects	The Parking guide sensor. One of the features in the Toyota Yaris.	Mannifest message about product feature
8		Episode 1 Scene 7 minute 00.05.27	Ayu and Satrio walked in, it was seen that the car mirrors folded automatically when the car door was locked.	The Retractable mirror. One of the features in the Toyota Yaris.	Mannifest message about product feature
9		Episode 1 Scene 15 minute 00.11.37	Ayu and Satrio get into an argument, Ayu tries to get out but Satrio locks the door with a central lock that can only be opened from the driver's seat	The central lock feature is a security feature to keep passengers from opening the door when the car is moving. Especially useful when riding with small children	Mannifest message about product feature
10		Episode 1 Scene 16 minute 00.13.01	Ayu and Satrio get into an argument, Satrio chases Ayu out and asks to come back in.	The image of masculinity in Satrio as a man who protects.	Latent message about brand image
11		Episode 2 Scene 5 minute 00.03.03	Ayu who can sleep soundly after getting into a fight.	Describes the comfort of the Toyota Yaris even in bad road conditions and long trips	Mannifest message about product feature

12		Episode 2 Scene 7 minute 00.05.56	The figure of Ayu as a veterinarian against the background of elephants and Satrio in the distance	Asosiasi merk Yaris dengan kelompok social menengah keatas dengan profesi yang dianggap bergengsi ditengah masyarakat	Latent message about brand association
13		Episode 3 Scene 3 minute 00.00.58	Telfon dari orangtua Ayu yang informasinya muncul melalui head unit.	Shows features that enable smartphone connectivity with the Toyota Yaris.	Mannifest message about product feature
14		Episode 3 Scene 5 minute 00.02.10	The car stops in the middle of an incline, in this scene the front car looks a little backwards before it can go forward, while the Toyota Yaris is described as having no difficulty starting from an incline.	Menggambarkan fitur <i>hill start assist</i> , fitur keselamatan yang membantu pengemudi dalam situasi <i>start and go</i> di jalan menanjak.	Mannifest message about product feature
15		Episode 3 Scene 6 minute 00.02.40	Ayu dan Satrio perlu bergegas setelah mendengar informasi dari Ibu. <i>Pedal Shift</i> adalah fitur yang membantu pengendara mobil <i>automatic</i> dalam menyesuaikan kecepatan berkendara yang diinginkan.	Menggambarkan fitur <i>pedal shift</i> yang dimiliki mobil dengan tingkatan menengah keatas.	Mannifest message about product feature
16		Episode 4 Scene 1 minute 00.01.01	Sebelum mengakhiri hubungan diceritakan bahwa Ayu dan Satrio bertemu karena Ayu membantu Satrio yang tenggelam, dalam gambar terlihat Satrio sedang belajar berenang	Depicting the figure of Satrio who is willing to learn and change, this is related to the image he is trying to build.	Latent message about brand image



17		Episode 4 Scene 4 minute 00.03.53	Satrio saves a child from drowning.	Depicting changes in the figure of Satrio and his masculine and heroic image.	Latent message about brand image
18		Episode 4 Scene 7 minute 00.09.33	A woman seems to be trying to get into her car but the car key doesn't work, then Satrio comes and shows that the woman has mistakenly recognized her vehicle by using the alarm feature on the car key.	Shows one of the features of the Toyota Yaris.	Manifest message about product feature
19		Episode 4 Scene 7 minute 00.09.40	Satrio pointed out that their cars are the same, and there are 4 cars from the same Toyota brand	Describes Toyota as a brand that is widely known and very popular in Indonesia.	Latent message about brand image
20		Episode 4 Scene 7 minute 00.09.45	The moment used by Satrio to get acquainted after his relationship with Ayu ended	Describes the condition of Satrio who continues to move forward even though his relationship with Ayu has ended. In accordance with the spirit carried by Toyota from the Yaris brand.	Latent message about brand image

#### 4. Conclusion

From the results of the discussion above, a conclusion can be drawn in the form of information that the advertiser is trying to convey to the audience about the Toyota Yaris product through the film series Ending Love in 3 Episodes. From the entire film, 20 scenes were found which were used as a medium for conveying messages to the audience, both visible (manifest) and hidden (latent) messages. There are 11 scenes showing visible messages and 8 scenes showing hidden messages, as well as 1 scene showing both. From the scene in the form of a visible message, which contains information regarding features that are the functional benefits of the Toyota Yaris, information is obtained including optimal cabin tightness, good vehicle durability, economical fuel consumption, security features in the form of a parking sensor, central lock, auto-retractable mirror, hill start assist, and alarm, as well as supporting features such as a head unit that can be connected to a cell phone, and pedal shifter. Meanwhile, from the hidden messages, conclusions can be drawn regarding the image and brand associations that are trying to be formed, namely: The Toyota Yaris is a vehicle for those who are forward-thinking, modern, young at heart, gentle, and associated with the middle class. Looking at the results of observing these

commercial series, a visual persuasion approach in the medium of serial films seems necessary considering the difficulty of the message being conveyed, especially regarding the formation of images and brand associations in the minds of consumers. Information in the form of features offered is also easier to convey through this approach, because advertisers have the flexibility in conveying the features offered, given the longer duration, and delivery that is easier for the audience to understand because it is connected to the storyline witnessed by the audience.

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