

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Graphic Design

According to Robin Landa, mentioned in the 6th edition of her book titled *Graphic Design Solutions* (2018), graphic design is a professional visual arts subject, or a type of visual communication used to convey a message or information to an audience. With graphic design being the solution, it can make editorial content as seen on newspapers or magazines more readable, accessible, and perhaps influence people. In graphic design, a concept serves as the foundation for creating, selecting, and organizing graphic elements. In addition, the concept helps strengthen the message that is trying to be conveyed through graphic design. Brockett Horne stated that “graphic design is the language that creates belief in an object, idea, message.” (p.1)

Landa also mentioned that graphic design solutions can convince, inform, identify, motivate, improve, organize, and convey meaning, among other things. Graphic design serves many purposes, from commercial use (brands, publishers), social use (charities, non-profit organizations), educational, entertainment, cultural, as well as political. Among those purposes, there are certain principles and elements a design solution must go through before it is published to the public. For this part, the writer will go more in-depth on the principles of design as well as elements of design as a foundation to help with the process of designing the solution for this final project.

##### 2.1.1 Elements of Design

The elements of design are considered the fundamental aspects of any visual design. The combination of these elements help convey a certain mood, draw the eye to a certain direction, or evoke several feelings. Along with the principles of design, the elements of design help tie the whole picture together and create a composition. According to Robin Landa, she mentioned in the 6<sup>th</sup>

and 5<sup>th</sup> edition of Graphic Design Solutions that the formal element of design consists of line, shape, color and texture (p.19).

### 2.1.1.1 Line

A line is an elongated point or can be thought of as a moving path from a certain point. A line can refer to the way two points in space are connected. Be it horizontal lines, diagonal lines, or vertical lines, lines in general can help direct the eye from one point to another within a composition. Lines play many roles in composition and communication. Therefore, lines have a variety of appearances, they can be straight, curved, or angular. Lines can also create texture by including various types of lines such as curved or patterned lines and mixing them to produce a texture. Apart from that, lines can have certain qualities, they can be smooth or bold, thick or thin. In addition, lines define shapes, forms, edges, limits, and areas within a composition.

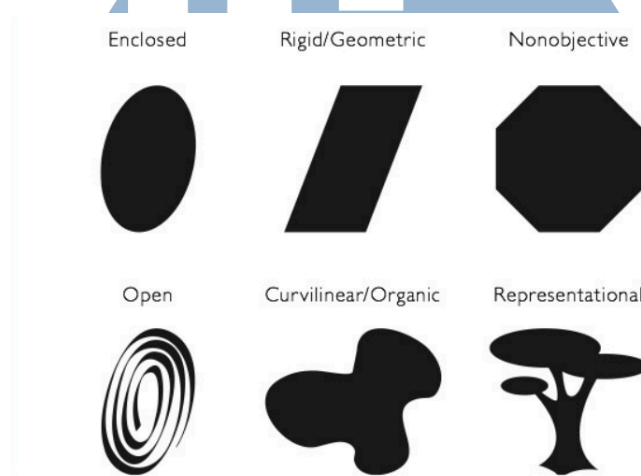


Figure 2. 1 Lines made up from variety of tools and media.  
Source: Landa (2018)

### 2.1.1.2 Shape

A shape is a two-dimensional area surrounded by an outline or in this case lines. A shape can also be defined as a closed structured that is largely or totally made up of lines (outlines, contours) or filled with color, tone, or texture. Shapes can exist in multiple points within a composition. All shapes are generally derived from three basic shapes: the square, the

triangle, and the circle, which then has their matching volumetric form: the cube, the pyramid, and the sphere. Within shapes there are two different types: geometric and organic. Geometric shapes generally can be drawn on with a ruler or compass or any sort of measuring instrument that gives it that angular shape that are consistent. Organic shapes on the other hand are naturally drawn on without any measuring instrument and usually don't have sharp points or precise shapes.



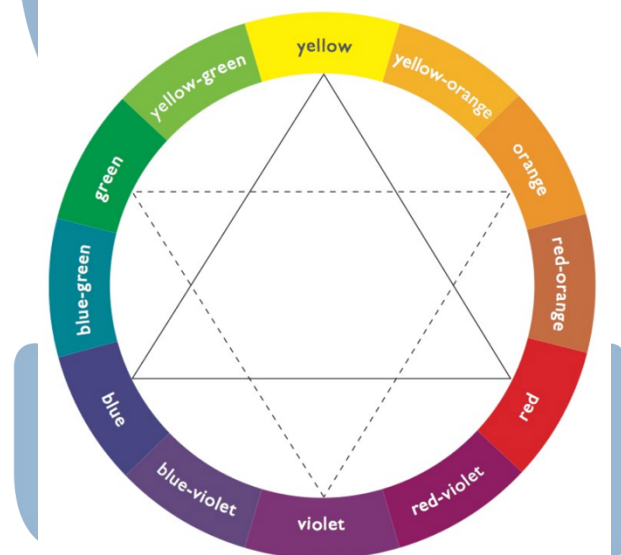
*Figure 2. 2 Shapes.*  
*Source: Landa, (2018)*

### 2.1.1.3 Color

The next element of design is color. Color is considered a very powerful design element that is very provocative because with color, it can help shape the mood or theme within the composition. When a light wave hits an object and is reflected to the optic nerve in the human eye, the sensation they feel is what is mentioned with color or also known as subtractive color. Colors are used by designers to depict mood, light, depth, and point of view. Essential color combinations are represented through the pigment color wheel.

Colors generally start from primary colors which are red, blue, and yellow. A combination of those primary colors creates what's called secondary colors such as orange, green, and violet. And a combination of

primary and secondary colors creates what's called tertiary colors. Within the definition of color, there is also something called hue, value, and saturation. Hue refers to the variety of a certain color, value refers to the level of brightness or darkness of a color, and saturation refers to the intensity and purity of a color. To adjust the saturation of a color, the more saturated it, the more vivid and bright it becomes. To adjust the value, black is usually added to make it darker and white is added when needed to make it lighter. As a result, different values can produce different effect, both visual and emotional. To compare, secondary colors tend to have less hue contrast between each other because they are a result of mixing the primary colors, which results in a less bold connection between the colors.



*Figure 2. 3 Pigment Color Wheel.*

*Source: Landa, (2018)*

The use of a single color within a composition not only help shape the mood, but a combination of colors can also help shape the mood. Certain color combinations create a certain mood, so choosing the perfect color combination that fits the theme is highly important. This is also called color schemes.

- 1) *Monochromatic* color schemes use only one hue, creating a dominating hue identity while allowing for a wide range of value and saturation contrasts.

- 2) *Analogous* color schemes combine three adjacent hues, resulting in a harmonious interaction. In an analogous scheme, one color can be dominant while the other two provide support.
- 3) *Complementary* color schemes usually consist of any two opposing hues on the pigment color wheel.
- 4) *Split complementary* color schemes includes three hues: one color plus the two colors next to its complement on the pigment color wheel.
- 5) *Triadic* color schemes usually include three colors that are equally spaced on the color wheel. A combination of the primary and secondaries results in the most fundamental triadic groups. An example is red orange.
- 6) *Tetradic* color schemes consists of four colors in two sets of complements (a double complementary). Tetradic color schemes usually provide excellent color diversity and contrast.
- 7) *Cool colors* include blue, green, and violet blues, which are found on the left half of the color wheel. When a composition is built around a cold color palette, it feels synchronized and cohesive.
- 8) *Warm colors* include red, orange, and yellow hues that appear on the right half of the color wheel. Warm colors blend well together and are easier to balance than warm/cool color schemes. Warm colors are commonly associated with the feeling or experience of heat, spiciness, or intensity.

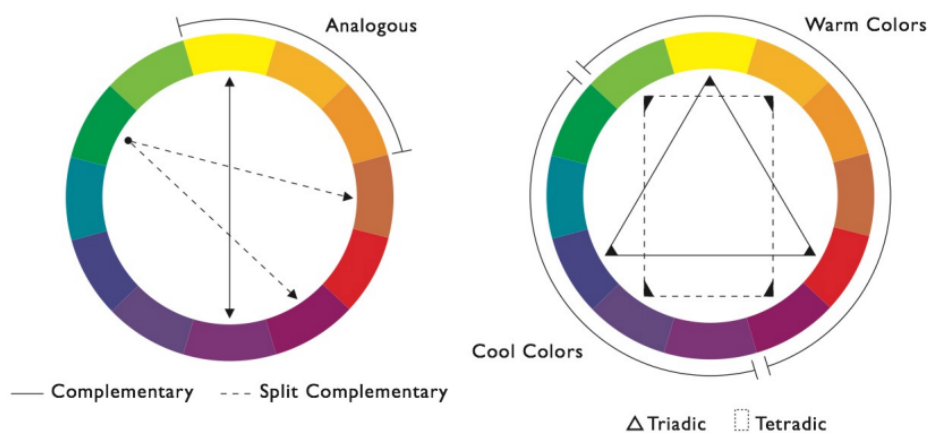


Figure 2. 4 Fundamental color relationships on the pigment color wheel.

Source: Landa, (2018)

As mentioned before, certain colors are often associated with a certain mood or feeling. With color, humans tend to assume the feeling or mood of a composition. This is considered color psychology. Color psychology is the study of how colors affect perceptions and behaviors. Color psychology in marketing and branding is frequently associated with how it influences the consumers' impression of the brand and if they are willing to make the purchase. Color perceptions are somewhat subjective, yet some effects have universal meaning.

- 1) *Red* draws the greatest attention and is usually associated with powerful emotions like love, passion, and rage. Red universally represents strength, power, courage, and danger. Warm colors are those in the red area of the spectrum, and they typically inspire emotions ranging from comfort and warmth to feelings of hostility and anger.
- 2) *Orange* is the color that represents encouragement, optimism, and self-confidence. Orange often exudes warmth and happiness, blending the physical vitality and stimulation of red with the cheerfulness of yellow.
- 3) *Yellow* is the color of the mind and intelligence, which corresponds to the left, logical half of the brain. Yellow, the lightest hue on the spectrum, is uplifting and brilliant, bringing hope, happiness, and pleasure. It's a warm and lively color that evokes a sense of joy and playfulness, lifting people's emotions. However, excessive yellow can cause anxiety, uneasiness, fear, agitation, especially for people who are already stressed. It can also imply impatience, criticism, and timidity, and push people to become overly critical.
- 4) *Green* represents nature, harmony, and growth. It is calming and secure, representing balance, healing, and stability. It also symbolizes security and self-reliance. While darker greens represent money, wealth, and status, lighter greens symbolize rebirth, growth, and freshness. However, too much green might evoke thoughts of envy, greed, jealousy, and selfishness. Notably, in business, green is often used for anything related to health and

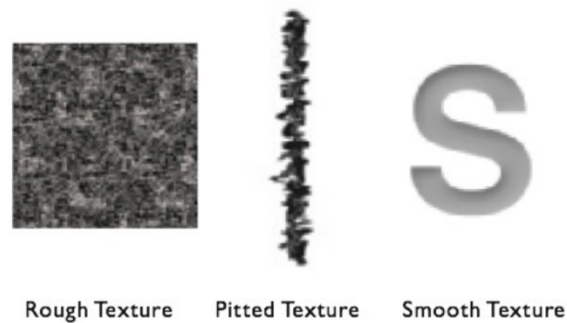
healing, as well as promoting natural, safe, organic, and ecologically friendly products.

- 5) *Blue* represents trust, serenity, and peace. It conveys loyalty and integrity, as well as conservatism and predictability. This has the opposite effect on the brain as opposed to red. It is calming, reduces stress, slows down the heart rate, and suppresses appetite. Blue is the most popular color of all; thus, it is the safest to use in business and airline uniforms. It represents trust, honesty, and dependability, which helps to establish consumer loyalty.
- 6) *Purple* is the color of imagination and spirituality, which inspires high goals. It can be inventive and unique, or immature and unworkable. Purple attracts people that are sensitive and kind, empathetic and helpful, who prioritize others before themselves. The purple color often represents wealth, including monarchy, as well as quality, fantasy and inventiveness. This tone enhances people's perception of beauty and their receptivity to more innovative thoughts.

#### **2.1.1.4 Texture**

The last element of design is texture. Texture refers to the way a surface feels or is perceived to feel which can draw or repel a viewer's attention. Textures can be used on lines, shapes, and forms. Within texture, there are two types of textures: tactile and visual. Tactile texture is defined as the sense of physical touch, which can be rough, smooth, or striped. Tactile textures are essentially three-dimensional and touchable. Visual texture on the other hand, refers to shading imaginary or illustrated textures, or in simple terms, creating imaginary texture that is perceived from a certain object, which can create the composition more interesting and have a higher sensory experience. Usually there is a comparison between pattern and texture. Patterns usually defined as a repetitive design with the same motif that appears again and again. Meanwhile texture, although they are also repetitive, the variations are usually not in perfect order. Despite that,

every texture can create a kind of pattern, however, not every pattern is considered a texture



*Figure 2.5 Visual Textures.  
Source: Landa, (2018)*

## 2.1.2 Typography

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the audience. Typography is important in which it expresses hierarchy within the composition. At the basic level, typography is the art that involves arranging a typeface in various combinations of font, size, and spacing. A typeface is the design of a single set of characters combined using consistent visual properties. In simple terms, visual properties refer to the design of each letter or in this case can be found within the anatomy of a typeface. Within typography, there is the anatomy of a typeface and principles of typography which results in type classifications or fonts, as mentioned by Robin Landa in the 6th edition of *Graphic Design Solutions* (p.35).

### 2.1.2.1 Principles of Typography

The principles of typography follow a set of guidelines that ensure that any typefaces chosen are in harmony with one another and other aspects. These principles include the following:

- 1) *Legibility* refers to the readability of a typeface and emphasizes the need of using appropriate types and sizes for diverse circumstances.



- 2) *Hierarchy* helps to direct the readers' attention by establishing a clear visual order through changes in size, weight, and style.
- 3) *Alignment* ensures that the type is visibly aligned and organized, whether left, right, centered, or justified.
- 4) *Contrast* is achieved by combining various typefaces, sizes, weights, and colors to generate visual interest and distinguish between different levels of information.
- 5) *Proper spacing*, which includes leading, kerning, and tracking, ensures readability while avoiding overcrowding or excessive spaces between letters and lines.
- 6) *Consistency* ensures that typographic elements are used consistently across a composition, helping to create a cohesive and unified visual identity.

#### **2.1.2.2 Elements of Type**

While the principles of typography are a set of guidelines to ensure any chosen typeface are in harmony. The elements of type or anatomy of a type refers to the visual elements that come together to form the letterforms in a typeface. Each letterform comprises of various components like the spine, stem, and stroke. What differentiates one typeface between another typeface is by looking at the components of the letterforms. The anatomy of a type consists of:

- *Arm*: a horizontal or diagonal stroke extending from a stem.
- *Ascender*: the part of lowercase letters (b, d, f, h, k, l, and t) that rises above the x-height.
- *Baseline*: the bottom of capital and lowercase letters, excluding descenders.
- *Bowl*: a curved stroke (d, b, o, D, B) that encloses a counter.
- *Cap height*: the height of a capital letter measured from the baseline to the top of the cap.
- *Descender*: the vertical stroke that extends downwards, below the x-height.
- *Leg*: a lower downward stroke (K, R) of a letter.
- *Link*: the connecting stroke (g) between a two-story lowercase.

- *Serif*: a small stroke added to the upper or lower end of the main stroke of a character.
- *Shoulder*: the stroke that curves downwards and to the right of the lowercase (h, m, n).
- *Spine*: the main curved stroke of the S.
- *Stem*: the main upright stroke of a character.
- *Stroke*: a line used to define a major structural portion of a character.
- *Tail*: the descender of a Q when it descends below the baseline.
- *Terminal*: the end of a stroke not terminated with a serif.
- *X-height*: the height of a lowercase letter, excluding ascenders and descenders.

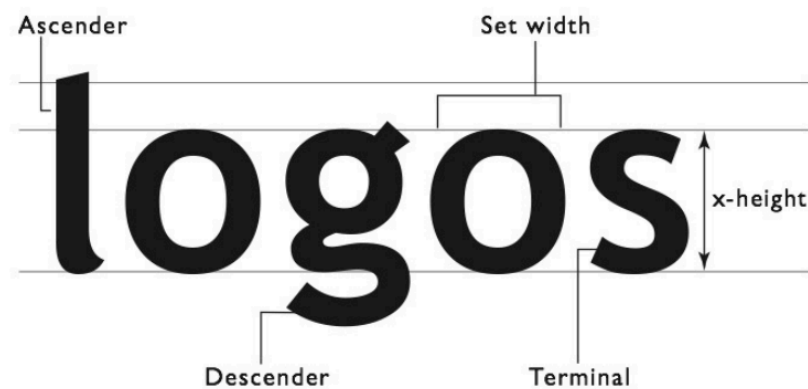


Figure 2. 6 Anatomy of Type by Martin Holloway.  
Source: Landa, (2018)

### 2.1.2.3 Type Classification

Although there are thousands of typefaces available today, there are some type classifications, by style and history, into which most typefaces nowadays fall into the category of:

- *Old style or humanist* are roman typefaces, usually characterized by angled and bracketed serifs. Such examples include Times New Roman, or Caslon.
- *Transitional*: are serif typefaces, usually characterized with a combination of both old style and modern. Such examples include Baskerville, or Century.

- *Modern*: are serif typefaces, usually characterized by contrasting thick-thin stroke and vertical stress. Such examples include Didot, or Bodoni.
- *Slab serif*: are serif typefaces, usually characterized by heavy, slab like serifs. Such examples include American Typewriter, or Bookman.
- *Sans serif*: usually characterized by the absence of serifs, which means they have a contrast in stroke weight as compared to serif typefaces. Such examples include Grotesque, or Franklin Gothic.
- *Blackletter*: these typefaces, also known as gothic, are usually characterized by a heavy stroke weight and condensed letters with few curves. Such examples include Textura, or Rotunda.
- *Script*: these typefaces most resemble handwriting which are usually characterized as slanted and are often joined. Such examples include Brush Script, or Snell Roundhand Script.
- *Display*: these typefaces are designed for use in larger sizes, usually characterized as more elaborated and decorated.



Figure 2. 7 Type Classifications by Martin Holloway.  
 Source: Landa, (2018)

### **2.1.3 Principles of Design**

According to Robin Landa in the 5th edition of *Graphic Design Solutions* (2014), in designing a composition, a designer needs to apply the basic principles of design. By applying these principles, there also needs to be a basic understanding on concept creation, typography, images, and the basic elements of design when building a composition. Principles of a design can certainly influence the way the audience see and interact with the composition. When implemented correctly, they can successfully create emotional impact on the audience and gain a positive experience from the composition. Understanding the principles of design and how they work interacting with each other is very important in achieving a purpose of creating a visually appealing design that is also deemed functional.

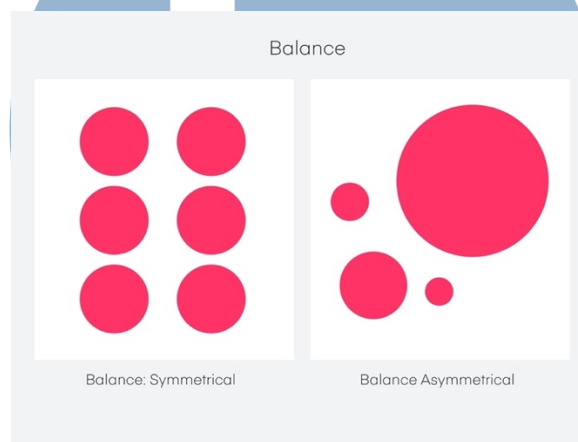
#### **2.1.3.1 Format**

The format refers to the outer margins or boundaries of a design, as well as the substrate (paper, phone screen, outdoor billboard) on which it is displayed. Format is less of a design principle and more of a set of judgements about how to execute some overarching principles and aspects, such as the proportions of one side to the other, the overall scale of the item, and the shape of the whole thing. Components must align with the format's borders, regardless of shape or type.

#### **2.1.3.2 Balance**

The second principle is balance. Balance is defined as stability created by distributing the elements of design across a composition. By creating balance, each elements placed must have equal weight. In simple terms, one area of a composition can't be crowded with one element in comparison to another area. Balance within a composition can come from the severity of color, size of an element, or texture. A balanced composition is considered having harmony, whereas an imbalanced composition is considered heavy. Having a balanced composition will help with how the

audience perceives the composition. Usually, a symmetrical composition creates balance by distributing equally weighted elements that are aligned on both sides of the composition. On the other hand, asymmetrical compositions use elements that are weighted opposite (contrasting one large element with several smaller elements) to create a composition that is uneven but still deemed balanced. Although balance plays an important role for the audience to understand the message, it is just one principle within a composition and must be combined with other principles.



*Figure 2. 8 Balance.*

*Source: <https://www.invisionapp.com/defined/principles-of-design>, (2024)*

### **2.1.3.3 Visual Hierarchy**

The third principle is visual hierarchy. One of the main goals in graphic design is to communicate information, as a result, visual hierarchy is the main principle for organizing the placements of certain information and elements within a composition. The way something is perceived can be because of how the information or elements are placed. There is a reason as to why people tend to read from top to bottom, because things that are generally placed at the top tend to be the first thing people see, whereas things that are placed at the bottom tend to be the last thing people see. Applying contrast such as differences in size, shape, color, texture, it can influence how the audience directs themselves through the composition.



Figure 2. 9 Visual Hierarchy.

Source: <https://www.invisionapp.com/defined/principles-of-design>, (2024)

#### 2.1.3.4 Emphasis

Emphasis in the principles of design is a tactic for drawing the viewer's attention to a certain design element. This could refer to a section of text, an image, a link, and so on. There are several means to achieve emphasis:

- *Emphasis by isolation*: refers to isolating a certain element which draws attention to it, however creating a focal point usually carries a great amount of visual weight and must be counterbalanced with other elements in a composition.
- *Emphasis by placement*: refers to how the viewer moves visually through a spatial composition. Placing an element at specific points within a composition, such as the foreground, the top-left corner, or the center of a page, usually have a tendency to attract most viewers' gaze.
- *Emphasis through scale*: refers to modifying certain elements to be the focal point by their size and scale. Large shapes and forms have the tendency to attract more attention, however, smaller objects can also attract attention if it is seen in contrast to many larger ones.
- *Emphasis through contrast*: refers to elements of design that are opposites of each other but still share a relation, for example a dark shape in a field of

lighter shapes may become the focal point. Size, scale, shape, and position all have a role in determining contrast.

- *Emphasis through direction and pointers*: refers to elements that guide the reader to focus at a certain position within a composition. Arrows and diagonals are examples of elements that employ direction to guide the readers' eyes on where they should go.
- *Emphasis through diagrammatic structures*: refers to the hierarchical relationships that are formed by placing the main element at the top and subordinate elements in descending order. Tree structures, nest structures, and stair structures are examples of diagrammatic structures

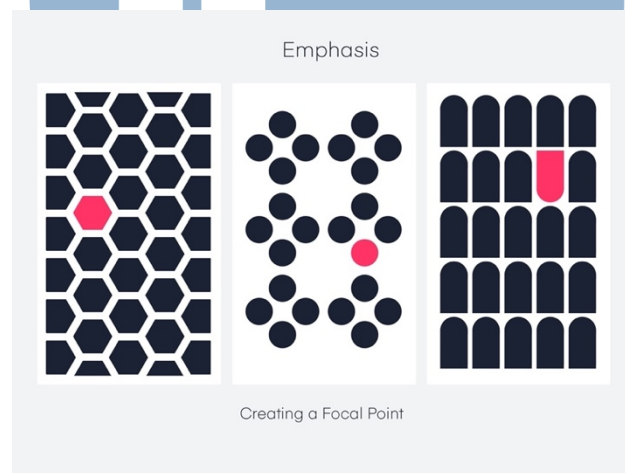


Figure 2.10 Emphasis.

Source: <https://www.invisionapp.com/defined/principles-of-design>, (2024)

### 2.1.3.5 Rhythm

Like beats in music, strong repetition and consistency, the pattern of elements of design can set the rhythm, which can direct the audience to move through the composition in an orderly manner. In simple terms, rhythm is the sequence of design elements at specified intervals. Many factors can contribute to determining the rhyme, such as color, texture, emphasis, and balance. The key to building a rhythm within a composition is to understand the differences between repetition and variation. Repetition occurs when one of the elements are placed repeatedly, while variations are

created when there is a modification in a certain pattern by changing its elements.

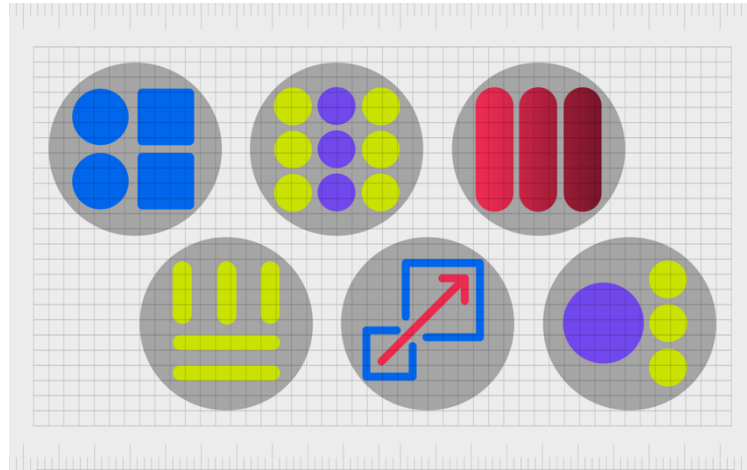


Figure 2. 11 Rhythm.

Source: <https://fabrikbrands.com/rhythm-in-graphic-design-rhythm-principle-of-design/>, (2022)

### 2.1.3.6 Unity

Unity refers to how well the elements of a composition work together, therefore each element should have a clear visual relationship with each other to help communicate a clear, concise message. This principle can also ensure the concept and the messages are communicated in a clear and cohesive manner. Compositions that have good unity will appear cleaner and deemed of higher quality, whereas compositions that have poor unity will look flat and have no personality. However, if a composition lacks even just a small bit of unity, it'll look and feel busy.

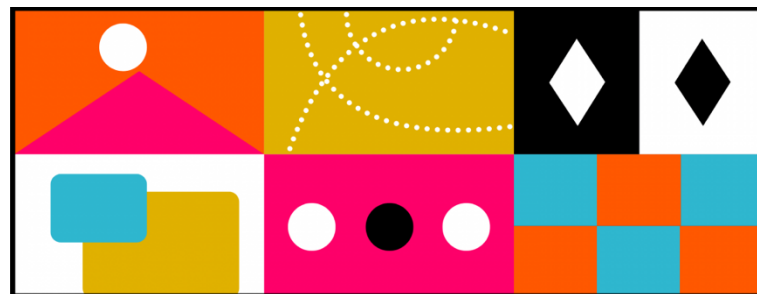


Figure 2. 12 Unity.

Source: <https://venngage.com/blog/design-principle-unity/>, (2022)



### 2.1.3.7 Space

Space refers to the area that a shape or form occupies. It also refers to the background against which we see the shape or form. Space in terms of principles can be defined as positive and negative. Positive space is the subject or areas of interest within a composition, and negative space refers to the space around the focal point. By manipulating the elements within a composition, you can create the illusion of spatial depth, and you can create this by varying the distances between lines or by overlapping shapes.

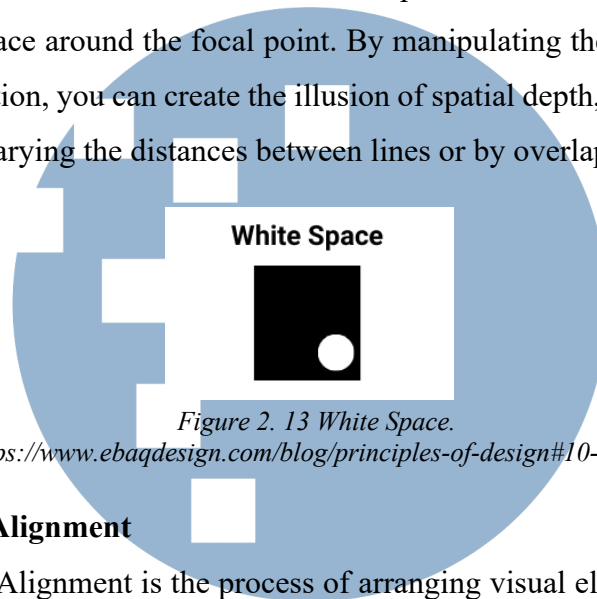


Figure 2.13 White Space.

Source: <https://www.ebaqdesign.com/blog/principles-of-design#10-rhythm>, (2023)

### 2.1.3.8 Alignment

Alignment is the process of arranging visual elements so that they line up within a composition. Simply put, designers utilize alignment to organize and group elements to achieve balance, structure, and links between them. Within alignment there are two alignment principles: edge alignment and center alignment. Edge alignment is either to the left, right, top or bottom, whereas center alignment as it states is aligned to a center down the middle or across the horizontal. By visually aligning edges, you create corresponding structural relationships.

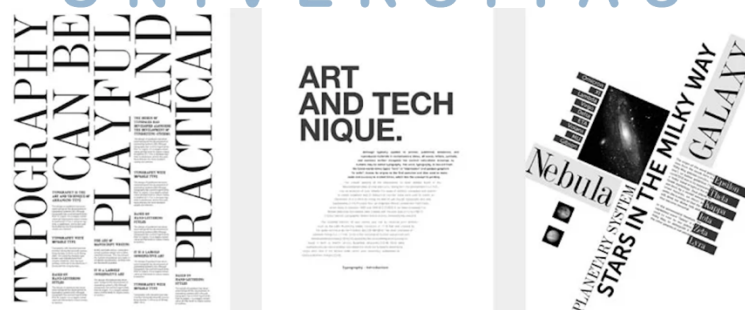


Figure 2.14 Alignment.

Source: <https://254-online.com/alignment-principle-design/>, (2017)

### 2.1.3.9 Laws of Perceptual Organization

The design principal unity relies on gestalt, which is German for form, which places emphasis on the perception of forms as organized wholes. From gestalt, we derive certain laws of perceptual organizations that helps control visual thought, which has a significant impact on how the audience generate unity within a composition. The laws of perceptual organization include:

- *Similarity*: elements that share the same characteristics are usually perceived to belong together. Such similarities can come from the likeness of the shape, texture, or color.
- *Proximity*: is referred to the closeness of certain elements. Elements that have a proximity to each other are usually perceived to belong together, whereas elements with a large proximity are usually perceived to not belong together.
- *Continuity*: is referred to the perceived paths or connection (actual or implied) amongst each other. Elements that appear as a continuation of previous elements are seen as connected, creating an impression of movement.
- *Closure*: is referred to the tendency to connect individual elements to produce a completed form.
- *Common fate*: is referred to elements that belong together because of being placed in the same direction.
- *Continuing line*: is referred to a singular line having split into multiple lines but still have the same movement or are faced in the same direction.

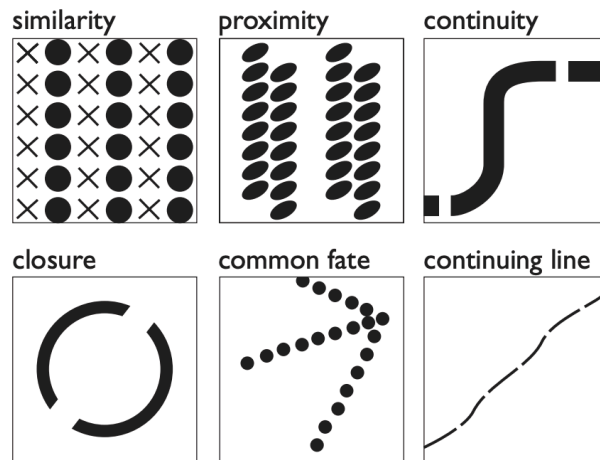


Figure 2.15 Laws of Perceptual Organizations.  
Source: Landa, (2018)

## 2.1.4 The Grid System

A grid is a guide used by designers, composed of vertical and horizontal lines that divide a format into columns and margins. Designers use the grid system to effectively control the placement of text and images within a composition. The grid system is usually used to organize large amounts of content like in newspapers or magazines to formerly place the content in a way readers can easily read it. The grid system also provides structure to a composition. Designers choose the grid system based on the type of composition as well as the number of images and text, among other things.

### 2.1.4.1 Grid Anatomy

- *Margin*: are the negative space between the edge of the outside column and the frame or in simple terms, the blank space on the left, right, top, or bottom edge of any prints or digital page that functions as frames around the content.
- *Column*: are vertical alignments used to accommodate text and images.
- *Rows*: are the horizontal alignments used to accommodate text and images.
- *Flowline*: are typically used to break up sections of a composition.
- *Module*: are units of space that are created by the intersection of rows and columns.

- *Spatial zone*: is a distinct field formed by grouping several grid modules together to organize the placement of various elements.

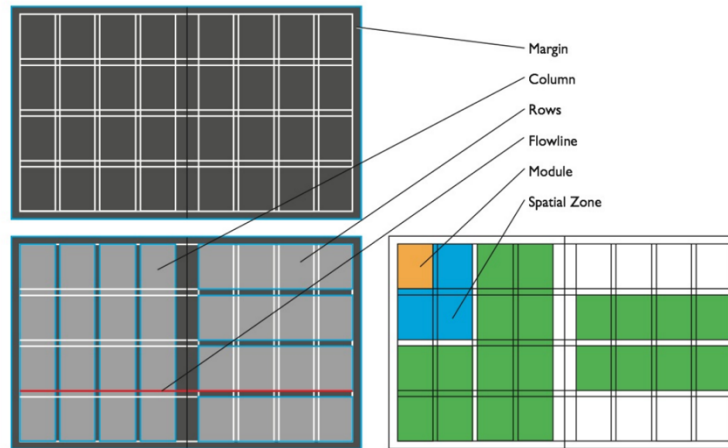


Figure 2.16 Grid Anatomy.  
Source: Landa, (2018)

### 2.1.4.2 Types of Grids

- *Single-column grid*: a single-column grid or manuscript grid is basically defined by a single column or block of text surrounded by margins.

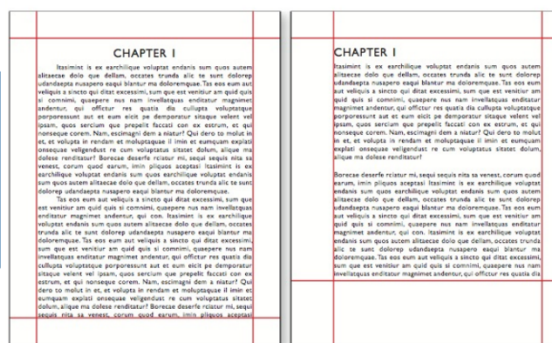


Figure 2.17 Single-column Grid.  
Source: Landa, (2018)

- *Multicolumn grid*: a multicolumn grid is defined by multiple columns within a composition. multicolumn grids provide flexible formats for publications that have complex hierarchy or that have a large amount of text and images. In simple terms the more columns there are, the more flexible the grid system becomes

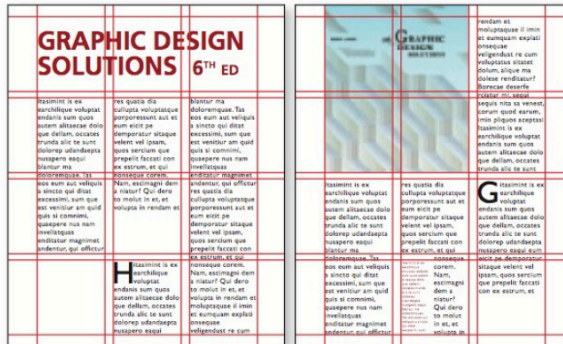


Figure 2. 18 Multicolumn Grid.  
Source: Landa, (2018)

- **Modular grid:** is a system of arranging texts and images based on rows and columns of a specified size. Landa mentioned that modular grids are composed of modules. A modular grid can help divide texts and images into individual modules or grouped together into spatial zones.



Figure 2. 19 Modular Grid.  
Source: Landa, (2018)

### 2.1.5 Graphic Design Disciplines

Graphic design is more than just aesthetic appeal. It is considered a critical element of communication, and depending on the type of message a designer is trying to achieve, there are many types of graphic design or in this case graphic design disciplines that can direct the designer to take when creating certain compositions. Robin Landa mentioned that graphic design a broad term encompassing a variety of specialized fields whose function and form serve different purposes, as a result the broad disciplines are:

### 2.1.5.1 Advertising

Advertising design creates visual communications used to promote or a sell a product or service. It has a purpose of raising awareness about certain social issues, individuals, and organizations while also encouraging people to take action on behalf of non-profit organizations. The general purpose of advertising design is to capture people's attention and urge them to act and to be effective, advertising designs must use a balance of eye-catching and memorable graphics, as well as the message must be memorable to the audience. Such examples include website banner ads, billboards, and TV commercials.



Figure 2. 20 Formula Toothpaste Billboard Ad.  
Source: <https://penji.co/advertising-design-types/>, (2023)

### 2.1.5.2 Branding & Identity Design

Branding and identity design involves creating a systematic visual program aimed at establishing a consistent visual appearance and personality that reflects a brand's story and values. In simple terms, branding is all about creating a visual identity for a brand or product. The visual identity is usually what audiences see first when they see a brand or a product and so as a whole it must effectively convey the brand's message. Through the visual identity, it can also help with where the brand sits within

the market amongst other competitors. Such examples include logos, business cards, package designs, and websites.

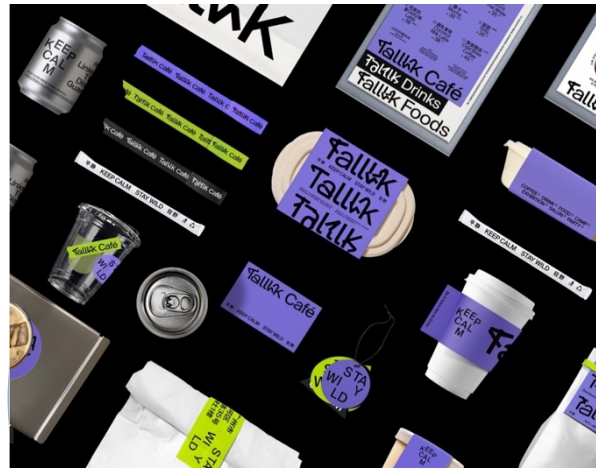


Figure 2. 21 Tallik Cafe Brand Identity.

Source: <https://reallygooddesigns.com/brand-identity-examples/>, (2023)

### 2.1.5.3 Corporate Communication Design

Corporate communication design involves any visual communication that is usually used to communicate internally within the organization and to communicate externally with other businesses or stockholders. Corporate communication design can also help with the identification when businesses are actively working with other companies. Such examples include annual reports, corporate publications, business-to-business materials, and marketing collateral.

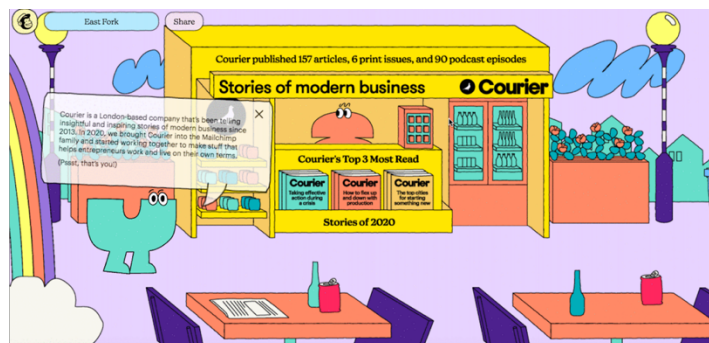


Figure 2. 22 MailChimp 2020 Annual Report.

Source: <https://www.columnfivemedia.com/5-brands-nailed-annual-reports/>, (2021)

#### 2.1.5.4 Editorial Design

Editorial design refers to designing editorial content for print or screen. In simple terms, it makes the content inside the editorial more accessible, interprets it to improve communication, improves the reader experience, adds visual interest, and strengthens the publication's character and structure. Overall, the goal is to create a positive experience from the audience when reading the publication. There's a reason as to why a newspaper is usually formatted a certain way because it directs the readers a certain way. Such examples include book design, magazine design, newspaper design, and booklets.



Figure 2. 23 The Washington Post Newspaper.  
Source: <https://www.sortlist.co.uk/blog/editorial-design/>, (2023)

#### 2.1.5.5 Environmental Design

Environmental design is relatively new; however, it mainly focuses on creating graphics and signage to improve the look, feel, and function of public spaces. This may include defining the interior and exterior of the place for the purpose of promotion, information, or identity design. Such



examples include wayfinding signage, murals, interactive exhibits, and art installations.



Figure 2. 24 Wayfinding Signage.

Source: <https://rsmdesign.com/services/wayfinding-signage/>, (2023)

### 2.1.5.6 Illustration

Illustration in simple term is an image rendering where designers use to demonstrate messages from text through illustrations. For some people, seeing something visually demonstrated or in this case illustrated, is easier to read than reading a set of texts. Vector graphics, traditional drawings, or freehand digital drawings can be considered illustrations. Such examples include murals, posters, book covers, and portraits.



Figure 2. 25 Illustration Book titled "A Fine Dessert" by Sophie Blackall.

Source: <https://blog.reedsy.com/book-illustration-examples/>, (2019)

### 2.1.5.7 Information Design

Information design can be described as a “highly specialized area of design that involves making large amounts of complex information clear and accessible to audiences of one to several hundred thousand” as mentioned by Landa. In simple terms, it is creating a design where complex information can be conveyed in a simpler way. The information in this case can include data or listings. In simple terms, information design is the art of presenting information in such a way that it allows for an efficient and effective interpretation of the information being delivered. Information design can help people understand complex data, solve a problem, or follow a set of directions. Such examples include charts, pictograms, symbol signs, and print formats.

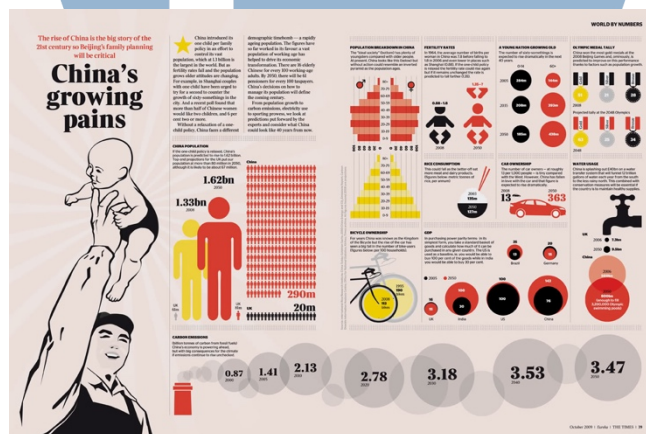


Figure 2. 26 China's Growing Pains Infographic.

Source: <https://awilsoninfodesign.wordpress.com/2014/10/09/what-is-information-design/>, (2014)

### 2.1.5.8 Interaction/Experience Design

Interaction or UI design is the process of creating products, services, experiences with the purpose of facilitating interactions between people and technology. UI design is all about designing interfaces that are both simple to use and visually appealing. Hence why, UI designers must create a balance between aesthetic appeal and technological functionality. A good user interface is usually on-brand, appealing and simple to use. As a result, it is critical to prioritize both the visual and functional experience

of the user. Such examples include web design, digital public screens, kiosks, and social media channels.



Figure 2. 27 Interactive Kiosk.  
Source: <https://sitekiosk.us/accessibility-kiosk-design/>, (2023)

#### 2.1.5.9 Mobile Design

Similar to interaction or UI design, mobile design focuses on creating interacting designs specifically to be used on mobile websites and apps. Mobile designs should be intuitive, usable, and engaging.

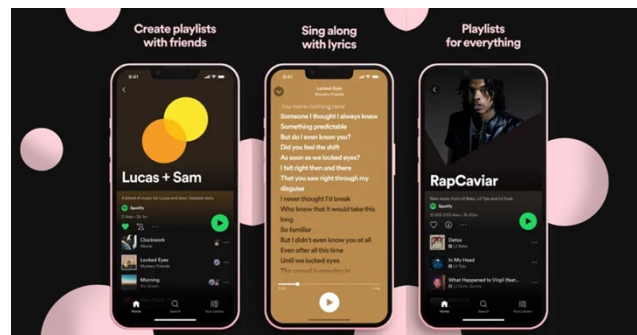


Figure 2. 28 Spotify UI Design.  
Source: <https://www.expertappdevs.com/blog/top-10-mobile-app-ui-design-examples>, (2024)

#### 2.1.5.10 Motion Design

Motion design or in this case motion graphics is basically the simulation of movement for specific objectives across all media that display motion. If we see certain elements of a composition move or have movement, that is considered a motion graphic. Animation can also be

considered a type of motion that emphasizes storytelling. Most designers tend to use motion design in advertising because stimulated movement can help convey stories, promote, or transfer information. Such examples include TV graphics, animated films, mobile motion graphics, and animated commercials.

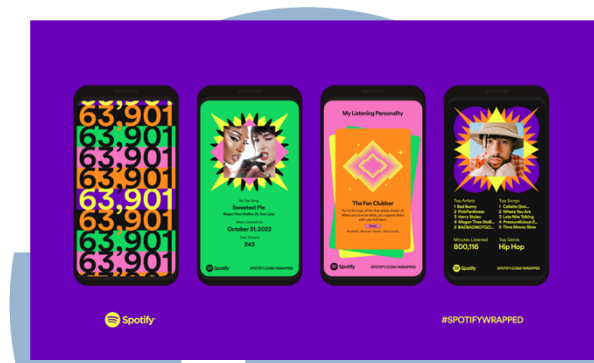


Figure 2. 29 Spotify Motion Graphics.

Source: <https://spotify.design/article/making-moves-designing-motion-for-2022-wrapped>,

### 2.1.5.11 Package Design

Package design involves strategically creating the form, structure, and look of a product's packaging, which serves as casing, promotes the brand and shows information about the product. A package design must be both functional and visually appealing. Planning and designing a packaging require picking out the shape and size, the materials, and the printing methods to successfully execute a good package design. Package design can also be a part of a brand's identity. Such examples include consumer packaged goods, audio packaging, and shopping bags.



Figure 2. 30 Package Design.

Source: <https://blog.shillingtoneducation.com/packaging-design/>, (2021)

### 2.1.5.12 Promotional Design

Unlike advertising, promotional design involves creating specific image and copy messages with the purpose of informing, persuading, promoting, or motivating people on behalf of a brand, cause, or individual. Such examples include a book cover, an integrated media campaign like social media.



Figure 2. 31 Promotional Design.

Source: <https://blog.shillingtoneducation.com/advertising-design/>, (2020)

### 2.1.5.13 Typography Design

Typographic design is a highly specialized area of graphic design that mainly focus on arranging and creating typefaces and letterforms for a composition. Some brands create their own typeface which then gets officially patented. Certain brands use typography in most of their designs as their unique selling point and to catch the audience's attention to the product or service.

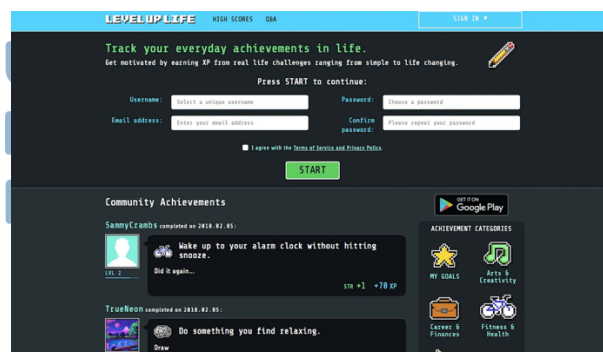


Figure 2. 32 Level Up Life Website.

Source: <https://blog.prototypr.io/7-great-typography-examples-in-web-design-20b99ecc35e>, (2018)

## 2.2 Promotion

In the world of marketing, promotion can be defined as an activity carried out by a brand used to inform and increase awareness to the audience regarding a brand, product, or service. Promotion in general includes differentiating the product and brand from the competitors, reinforcing the brand's presence and message, informing the audience about the product's benefits and features. The purpose of promotion itself other than introducing the product or service, it can also serve as way to influence the audience to purchase the product or use the service. According to Fandy Tjiptono (2015:387), promotion is a type of marketing communication carried out to inform, influence, persuade, or increase the target audience for the company and its products or service. Promotion can also help with the brand's position in the market. Brands who regularly do promotions tend to gain more attention.

### 2.2.1 Promotion Function

Aside from increasing awareness regarding a product, service, or brand, there are a few other functions of promotion:

#### 1) *For new products:*

- Increasing consumer awareness of newly launched products.
- Encourage the trial of a new product to increase existing consumer sales.
- Informing the target about a new product feature or benefit.
- Introducing new consumers to the brand and convincing them to purchase the new product.

#### 2) *Existing products:*

- Attracting customers' attention by informing them about the product and reminding them that the product is still available for purchase.
- Increasing recognition of the company's product mix and directing attention to the entire product portfolio.
- To extend the life of existing items by reminding them about their unique traits.

- Reassuring customers that everything is fine in the aftermath of a product problem.
- Correcting any inaccurate reports about the product or brand in order to change perceptions.
- Notifying the market that the products have been updated or modified in some way.

### 3) *Branding:*

- Creating and developing a certain brand image when the brand is first founded.
- Reinforcing the product's brand image, particularly in marketplaces where all items from various suppliers function the same way.
- Creating the public image of the entire business through corporate advertising.
- Increasing brand recognition and awareness to establish the important selling factors in the minds of current and prospective customers.

### 4) *Competition:*

- Explaining and demonstrating that the product or service outperforms competitors' products.
- Showing how a product's characteristics, features, and attributes outperform those of competitors.

## 2.2.2 **Promotion Objectives**

With promotion, there are often three key strategic objectives of any promotional campaign used by brands that includes:

- 1) *Inform:* informative promotion strives to keep existing and potential markets informed about the brands' products (existing, updated, new). This type of promotion will include thorough information about the product, such things like functionality, pricing options, and availability for purchase. The goal of informative promotion is to provide customers with enough knowledge to influence their purchase choice.

- 2) *Persuade*: persuasive promotion aims to inspire new customers to make a purchase by switching from competing items, as well as present customers to buy more products more frequently. This type of promotion often employs product differentiation strategies and branding to improve the product's image and induce impulse buying. Persuasive promotion also tends to convince customers to develop brand loyalty
- 3) *Remind*: reminder promotion seeks to retain customers for products that are nearing the mature stage of their product life cycle. This type of promotion will keep customers aware of the existing products, allowing the business to sustain sales. The goal of reminder promotions is merely to keep the target audience interested in the top-selling products for as long as possible, allowing them to mature or reach saturation.

### 2.2.3 Types of Promotion

- *Above the Line (ATL)*: above-the-line marketing refers to promotion activities that are non-targeted and have a broad reach. Above-the-line communication is often used to strengthen the brand and educate customers about the product. In simple terms, above-the-line marketing involves mass marketing methods that are mostly untargeted and aimed at establishing the brand. By untargeted, it indicates that the communication is not aimed at a certain group. Such examples include television, radio, print advertisements (magazine, newspaper), and outdoor advertising. Above-the-line marketing is often used when brands want to aim a wider reach.



Figure 2. 33 Newspaper Promotion.

Source: <https://newsworks.org.uk/news-and-opinion/tesco-advertiser-of-the-year/>, (2024)



- *Below the Line (BTL)*: below-the-line marketing often comprises of highly targeted, memorable, and direct promotional efforts aimed at certain customer groups. Often known as direct marketing, below-the-line marketing prioritizes conversions over brand development. Such examples include direct mail marketing, sponsorship, brand activation, and in-store marketing.



Figure 2. 34 Nestlé Direct Mail Marketing.

Source: <https://www.wdmonline.co.uk/10-creative-examples-direct-mail-marketing/>, (2022)

- *Through the Line (TTL)*: through-the-line marketing is simply using both above-the-line and below-the-line marketing strategies. It refers to 360-degree advertising initiatives that aim to develop brand awareness, as well as convert customers. Such examples include 360 marketing and digital marketing

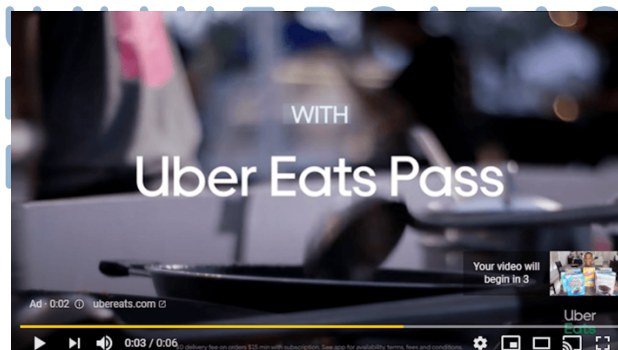


Figure 2. 35 Uber Eats YouTube Ad.

Source: <https://www.webfx.com/blog/marketing/youtube-ad-examples/>, (2020)

## 2.2.4 Promotional Media

Promotional media is a promotional tool used to execute the promotion of a product or service. Each type of promotional media has its own advantages and disadvantages. Each type of promotional media also has its own characteristics that can be adapted according to the brand's marketing strategy. Below are a few examples of promotional media:

- *Billboards:* billboards are an example of promotional media that is still widely used today and can be found almost anywhere. Billboards are usually found in strategic areas like highways to reach a wider audience. This media is most suitable for attracting new consumers or maintaining product awareness among existing consumers. There's a reason as to why billboards are usually placed in highways, because consumers can easily see it, and if done correctly, it becomes implanted in their minds. That's one of the advantages billboards, however, if designed incorrectly, the message can be interpreted incorrectly, and the price of renting the billboard itself is already expensive.



Figure 2. 36 Billboard.

Source: <https://www.gingermediagroup.com/blog/new-examples-of-innovative-billboards/>, (2022)

- *Banners:* this type of promotional media is often used outdoors and unlike billboards, banners are smaller and can be installed anywhere. Banners are generally placed on the side or above roads which makes it an easy

installation. Unlike billboards, brands can include more content within the banners since banners are usually placed in places like road intersections where a lot of people pass by. Not only is the installation inexpensive, but people can also read the information over and over, however, since its usually placed amongst crowded places, there is an assumption that it can easily get ruined.



Figure 2. 37 Banner Promotion.

Source: <https://kaizenprint.co.uk/inspire-support/roller-banners-ultimate-guide/>, (2016)

- **Brochure:** this type of promotional media is often used in an educational environment. In brochures, there is more space to fit text and images which makes it an advantage and because of its small size, it can be distributed directly to target consumers. The information inside a brochure must be written clear so that consumers aren't confused and if interested, they can directly contact the brand through the contact details written on the brochure. Although it can be distributed easily, there is a risk that it could be thrown away by consumers if they're not interested.



Figure 2. 38 Brochure Promotion.

Source: <https://designshifu.com/product-brochure-examples/>, (2023)

- *Social media*: social media nowadays is most peoples' main source of information due to its easy access. Platforms like Twitter, Instagram, or TikTok, are usually the main social media platforms brands use for promotion. One advantage of using social media as the promotional media is that if the brand or product goes viral, it can easily increase the brands' awareness. Social media can also be used as a way for the brand to directly interact with consumers from anywhere and at any time. There is also the Ads feature if you want to highlight a certain product or service.

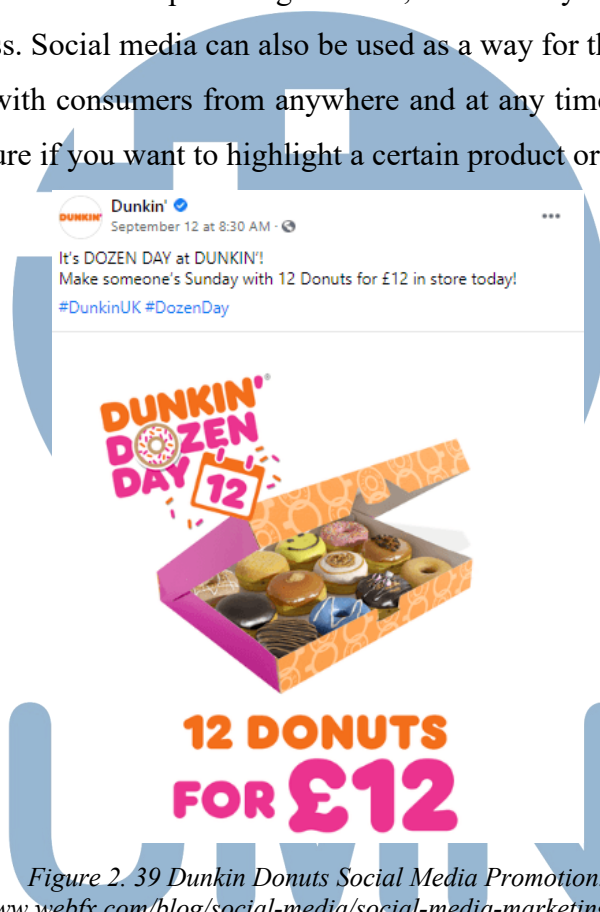


Figure 2. 39 Dunkin Donuts Social Media Promotion.

Source: <https://www.webfx.com/blog/social-media/social-media-marketing-examples/#>, (2021)

- *Merchandise*: this type of promotional media is not relatively often used daily and are usually used for special events. Merchandise can be given out during an event or when consumers purchase a certain amount and get a gift. This type of promotional media can certainly make a good impression for those who receive it as it is deemed exclusive and limited. Although merchandise can help strengthen the brands' identity and image, it can be costly depending on the type and amount of merchandise. However,

merchandise can be a unique selling point for a brand or service when done correctly.

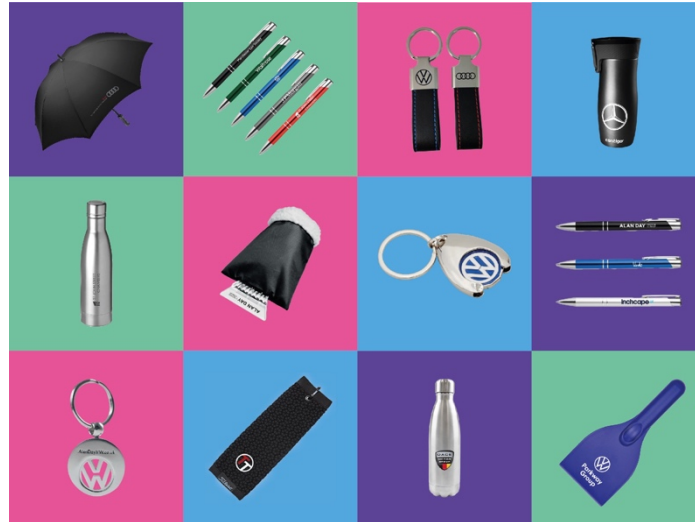


Figure 2. 40 Merchandise Promotion.  
Source: <https://leighmans.com/car-merchandise/>, (2023)

### 2.3 Adolescents

Adolescence is defined as the transitional phase of growth and development between childhood and adulthood. According to Jean Piaget's theory of cognitive development, children progress through four stages of learning. His theory seeks to comprehend not only how children gain information, but also the essence of intelligence. Piaget felt that learning occurred through a combination of assimilation (adjusting new experiences to fit prior concepts) and accommodation (adjusting concepts to fit new experiences). The interplay of these two processes results in both short-term learning and long-term developmental change. Piaget's cognitive theory focuses mostly on long-term development. After attentively observing children, Piaget hypothesized that cognition develops in various stages from infancy until the end of adolescence. Piaget identified four phases of cognitive development, and called them:

- 1) *Sensorimotor intelligence (birth to 2 years)*
- 2) *Preoperational thinking (ages 2 to 7)*
- 3) *Concrete operational thinking (ages 7 to 11)*

#### 4) *Formal operational thinking (ages 12 and up)*

In detail, the formal operational period begins at about age 11. As teenagers progress through this stage, they increase the ability to think abstractly, integrate and classify items in a more sophisticated manner, and engage in higher-order thinking. Adolescents can start to think methodically and reason about what could be and what is. This enables people to understand politics, ethics, and science fiction while also engaging in scientific thinking. During this stage, children can follow the format of a logical argument without regard for its content beginning around the age of 12. During this phase, people learn to think abstractly and logically test propositions. When faced with a challenge, it is during this stage at which teenagers go through a formation of scientific thinking, which involves constructing abstract theories and hypotheses.

This transitioning period from childhood to adulthood is also defined as a developmental change that leads to physical and psychological changes. Mental changes that occur in adolescents include intellectual, emotional and social life. As mentioned before, adolescence is defined mostly by changes in the physical, emotional, and intellectual capacities. An example of change that adolescents may encounter could be within the relational department, such as changing childish bonds in familial relationships into adult mutuality and creating long-lasting and gratifying extra-familial relationships with partners and friends as well. The changes associated with puberty, physical maturation, and the transition from childhood to adulthood are simply universal and are a part of the adolescent development. According to the World Health Organization, the adolescence periods is between the ages of 10 to 19 years old. In many societies, however, adolescence is closely associated with puberty and the cycle of physical changes that culminate in reproductive maturity. In some countries on the other hand, adolescence is defined in broader terms that include psychological, social, and moral development as well as the strictly physical characteristics of maturity.

### 2.3.1 Stages of Adolescent Development

Adolescence usually starts from the age as early as 10 years old and end around 19 years old. As a result, during this transitioning period, an adolescence goes through three stages of adolescent development which includes:

- *Early adolescence*: this stage occurs between the ages of 10 to 13 years old. Children will most notably go through physical changes or in this case puberty, as well as an increased interest of the opposite gender. Physical changes however can start as early as 8 years old for females and 9 years old for male. In terms of cognitive changes, adolescents tend to exhibit concrete, black-and-white, all-or-nothing thinking with a limited aptitude. Children may start getting self-conscious about their appearance and concerned about being judged by their peers. During this stage, they have an increased demand for privacy. They explore how to be independent from their family and may push boundaries and react emotionally when restrictions are imposed.
- *Middle adolescence*: this stage occurs between the ages of 14 to 17 years old. During this stage, teens can become more self-involved, starts prioritizing appearance and peer pressure. The brain continues to mature and develops the ability to think abstractly. However, emotions often drive decision-making, leading to impulsive actions. In addition, during this stage, children may begin to set long-term goals and explore the meaning of life and moral reasoning.
- *Late adolescence*: this stage occurs between the ages of 18 to 21 years old and beyond. This stage often involves less physical development and more cognitive development. During this stage, they develop the ability to think sensibly, control their impulses, delay gratification, and prepare for the future. They have a deeper sense of self and individuality, and they can recognize their own ideals. They start having independency, emotional stability, and stability in friendships and romantic relationships. They may also develop a more

mature relationship with their parents, viewing them as peers rather than authority figures.

## **2.4 Mental Health**

According to Syamsu Yusuf (2011) in his book *Mental Hygiene*, mental health is associated to several things. First, how a person thinks, feels and lives his or her daily life. Second, how a person perceives themselves and others. Third, how a person assesses various alternatives and make conclusions about the topic at hand. On the other hand, the World Health Organization states that mental health refers to “a state of well-being in which individuals are aware of their own ability to cope with normal stress, such as, being able to work productively and being able to contribute to their surroundings.

According to another definition, mental health is a state in which a person does not experience feelings of guilt towards themselves, has realistic expectations, and can find solutions to their problem. Mental health in general refers to our emotional, psychological and social well-being. As a result, the older we grow, our mental health can influence the way we think, feel, and act towards certain life changes. It can help us handle stress and relate to others. However, the more we experience changes, over time, there can be disruptions in our mental health which can affect our mood and behavior. Some disruptions or mental health problems are considered clinical, whereas others are considered normal, like stress.

Thus, it can be concluded that mental health is a condition that allows for the optimal development of all elements of our lives, both physical, intellectual, and emotional, and in harmony with the development of other people. Although having a stable mental health is ideal, having mental health problems is completely normal and is considered a part of growing up.

### **2.4.1 Mental Health Characteristic**

Having a healthy and stable mental health is ideal nowadays, however, with so many changes around us, our mental health gets impacted by that. According to Yusuf (2011), there are a few characteristics that show a healthy and stable mental health which includes:



- 1) Have a feeling of safety with ourselves, free from excessive feelings of stress or worried.
- 2) Have a strong self-esteem.
- 3) Have a spontaneity in life by being open with their emotions.
- 4) Have a reasonable worldly desire that are balanced, in the sense of satisfying them in a positive way.
- 5) Being able to give in and humble yourself equal to others.
- 6) Have a sense of self-awareness regarding their strengths and weaknesses, both physical and psychologically.
- 7) Able to view facts as reality and treat it like normal or in simple terms, no fantasizing.
- 8) Tolerant to tension or stress, meaning having a sense of calmness when dealt with problems.
- 9) Has internal integration and stability with their personality.
- 10) Have adequate life goals that are both positive and constructive.
- 11) Can learn from experience, as well as from mistakes.
- 12) Able to adapt within limits in accordance with group norms while not violating existing rules.
- 13) Can not be completely bound by anyone, meaning not depending their happiness on someone else.

#### **2.4.2 Mental Health Disorders**

Mental health disorders are conditions in which a person is having trouble in adapting the changes within their surroundings. Individuals who experience mental health disorders are said to have difficulty solving certain problems causing them to feel stressed, vulnerable, and ultimately unable to carry out their daily life comfortably. According to multiple experts, the definition of mental health disorders or mental illness is defined as a situation where an individual experiences difficulties regarding their perception of life, relationship issues with others, and their attitude towards themselves. In terms of mental health disorders, nowadays there a lot of disorders of illnesses that

can be found globally, however, each disorder can be measured or perceived depending on the level of seriousness. For example, academic stress is considered a mild disorder, while depression is a serious disorder and is usually treated by going to a professional. There are a few characteristics to look for when someone is suffering through mental health problems which includes:

- *Changes in mood and behavior:* one of the earlier signs when an adolescent is suffering through mental health problems is by looking at the changes in their mood and behavior. When we are triggered by something externally, like academic stress or relationship problems or maybe internally, we tend to behave based around it. So, if someone usually behaves cheerfully and ends up not smiling as often, he or she may be dealing with something.
- *Difficulty concentrating:* when one suffers through mental health problems, their mind automatically focuses on that problem and as a result, their mind is occupied thinking about the problem. With this, they may have trouble concentrating in other environments, most notably in school.
- *Changes in weight:* changes in weight gain or weight loss is also considered a characteristic. Some may overeat to help distract their mind from the problem, or some may eat less due to their loss of appetite.
- *Prone to hurting themselves:* when someone experience excessive worrying and fear, they are prone to hurting themselves as a way of coping with the problem or getting rid of the problem. This characteristic should be taken very seriously, because when someone gets to this point, seeking professional help should be the priority.

### **2.4.3 Mental Health in Adolescence**

Mental health in adolescence is typically characterized by a roller coaster of emotional and psychological ups and downs. Although these feelings are completely a normal and healthy part of growing up, it is found that many mental health problems tend to develop between childhood and adolescence. According to the World Health Organization, it is estimated that 1 in 7 10 – 19 years old experience mental health conditions globally, that equals to 14%. The

period from childhood to adolescence is considered a crucial time in developing positive social and emotional habits. As the period from childhood to adolescence is where our mind and body go through drastic changes, it is very crucial to develop positive social and emotional habits such as healthy sleep patterns, exercising, problem-solving, and interpersonal skills, and learning to manage emotions

There are different factors that influence the stability of a persons' mental health. The more risk factors and adolescent is exposed to, the more likely it is that they may suffer from mental health problems. Most notably, during this transition period, many adolescents suffer with stress caused by factors like trauma, peer pressure, media influence, and identity discovery. Others may suffer from other mental health disorders.

#### **2.4.4 Mental Health Services**

Mental health services (primary mental health services) are described as direct and indirect care for people with mental illnesses in ambulatory settings. Direct mental health services include diagnostic and issue evaluation, crisis intervention, individual, group, and family psychotherapies, supportive counseling, medication prescription, and community-based post-hospital care for the chronically mentally ill. Indirect and preventive services on the other hand are often offered through consultative and collaborative agreements with schools, welfare agencies, and a variety of other community organizations. In some situations, these mental health treatments are virtually solely provided by specialty mental health professionals such as psychiatrists and psychologists. In other situations, similar treatments are delivered by the primary health care providers who are trained in mental health. In simple terms, mental health services are services to help with mental health problems, whether it be through clinical treatment or non-clinical treatments like counseling or therapy.

### **2.5 Counseling**

With the numbers of adolescents suffering through mental health problems rising globally, there needs to be awareness regarding mental health services that can

provide a safe space for adolescents to come and get help for their problems. Mental health services in general are defined by any interventions such as assessment, diagnosis, treatment, or counseling, usually offered in private, public, inpatient, or outpatient settings with the purpose of treating mental or behavioral disorders in individual and group contexts. According to Sofyan (2014:18), counseling is an effort to aid by a trained and experienced professional (counselor) to individuals who need it to help them develop their potential optimally, overcome problems, and find solutions in order to adapt to a changing environment.

Counseling can be considered the same as psychotherapy. Counseling happens between a client and a mental health professional in which they are involved in an open discussion to explore problems and develop the skills and mindset needed to transcend challenges and live a stable life. People seek counseling for many different things, some may go to a counseling service simply to talk about their life problems, and some may go when they feel like their mental health problem is getting more serious. Overall, counseling services in general can be beneficial to anyone who uses it and with technology always evolving, people can now access counseling services from anywhere, through an application for example.

## 2.6 Sahabatku

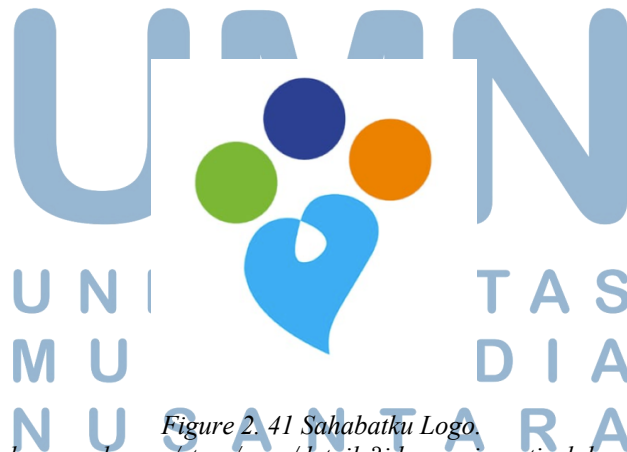


Figure 2. 41 Sahabatku Logo.

Source: <https://play.google.com/store/apps/details?id=com.icreativelabs.sahabatku&hl=id>  
(2023)

Sahabatku was founded by the Sahabatku Mitra Pemuda Foundation (Yayasan Sahabatku Mitra Remaja) by professional psychologists from prestigious institutions in Indonesia with a mission to provide a place where people of any age

can come when they need help or simply when they need someone to listen to them. As a result, they created a counseling service application called Sahabatku. Sahabatku is an application that provides online psychological counseling services designed specifically for adolescents, young adults, and parents. With the tagline “A friend in need, is a friend indeed”, Sahabatku can provide a comfortable and safe place for people to talk about their mental health problems without the cost of paying. Through this application, users can learn more about mental health and consult about any problems they are experiencing.

## 2.7 Indonesian Community in Qatar



Figure 2. 42 KBRI Doha.

Source: <https://www.antaranews.com/berita/3298935/kbri-doha-manfaatkan-piala-dunia-sebagai-ajang-pemanasan-qiyoc-2023>, (2022)

With around 39,000 Indonesian citizens living in Qatar, we can conclude that Qatar has a fairly large Indonesian community. Like with every foreigner living at a different country, having a community dedicated to people from the same country makes it easier for foreigners to gain information, socialize, and keep up with everything that is happening back home. For Indonesian diasporas living in Qatar, they have their own embassy dedicated for Indonesian citizens called “Kedutaan Besar RI Doha”. The embassy of the Republic of Indonesia in Doha was first established on the 22nd of June 1999. This embassy was created not only to provide information regarding what is happening back at home, but to also strengthen

relationships between Qatar and Indonesia. In the political context, the existence of the Indonesian Embassy in Doha is needed as a bridge of communication and diplomacy between Indonesia and the Middle East countries. Besides the political context, the Embassy offers a community that helps support Indonesians living in Qatar.

Having a large community means also having a large platform, and with over 20.2k followers on Instagram, the Indonesian Embassy certainly has a large following. With its large following, they utilize the platform to spread important information such as seminars or news happening back at home. And since the goal of this final project is to increase the promotion of Sahabatku specifically to Indonesian adolescents living in Qatar, utilizing this community platform can help increase the promotion.

## **2.8 Social Media**

Back in the day, our main source of information usually comes from the radio, magazines, newspapers, or from the TV, now that technology has evolved exponentially, we can access all sorts of information from the comfort of the internet. Thanks to social media, we can access all sorts of information from anywhere in the world. Social media refers to the ways by which individuals connect in virtual communities and networks, creating, sharing, and/or exchanging information and ideas. With social media, sharing information has gotten easier compared to back in the days. From Facebook to Instagram to Twitter and to YouTube, more than 4.7 billion people use social media. The presence of social media in today's society has provided benefits for so many people, including businesses, in the sense that they are able to promote their business to audiences outside their main region. According to B.K. Lewis (2010) in his book titled "Social Media and Strategic Communication Attitudes and Perceptions among College Students", he stated that social media is a label that refers to digital technology that has the potential to enable everyone to connect with each other and interact, produce and share messages.

### **2.8.1 Social Media Marketing**

Other than functioning as an interactive platform, businesses nowadays use social media as their marketing strategy, as a result, social media marketing was created. Social media marketing is actually a very powerful way for businesses of all sizes to reach prospects and customers. Social media marketing is defined as a form of digital marketing that uses the power of popular social media networks to achieve marketing and branding goals. Social media marketing allows businesses to directly interact with their customers and build relationships between loyal customers. There are many advantages to using social media as a form of marketing which includes:

- *Improve brand:* when done correctly, social media marketing can boost your business. It can help to personalize the brand while increasing trust, loyalty, authority, and recognition. You can increase brand credibility and trustworthiness by posting content that are real and authentic. This way people can see the genuinely and perhaps stand out from other competitors.
- *Increased brand awareness:* by promoting your business, products or services across social media, it automatically increases brand awareness to the audience. When someone sees a product or brand that is unique in the explore page, they'll automatically want to find out more about it, so promoting through social media can certainly increase brand awareness amongst other competitors.
- *Increased engagement:* other than the ability to increase brand awareness, it allows businesses to directly engage, respond to posts, distribute user-generated content, and follow up with dissatisfied customers. This can also be used to gain feedback on your products or services, that way, it can be improved. By engaging with the audience, it assures the customers that the business cares about what their customers want and need.

## 2.9 Mobile Application

According to Hengky W. Pramana (2012), an application is a software unit designed to meet the needs of a variety of activities, including business systems, community service games, advertising, and other activities that typically require

physical involvement. Nowadays, there are millions of applications, more specifically mobile applications that cater different needs and wants. A mobile application is defined as a software application designed to run on small wireless computing devices like smartphones and tablets. While mobile apps provide convenience, personalization, and sometimes offline access, they are limited in terms of functionality, compatibility, security, and updating capabilities. As the mobile market expands, mobile apps are becoming a more popular way for businesses to interact with their audience, offering a quick, personalized, and secure way to access information and complete activities while on the go.

### 2.9.1 Mobile User Interface (UI)

When you use a mobile application, you will see the mobile user interface, also known as mobile app interface design. Mobile app UI includes the visual representation, interface, navigation, and processes that support the mobile app's functional and structural actions. The value of mobile app interface design is often linked to user experience (UX). UX refers to the overall design and functionality of the app, whereas UI refers to all the application's interactions. In simple terms, an app that is appealing and feasible for consumers is the result of effective user experience and user interface design techniques used in app development.

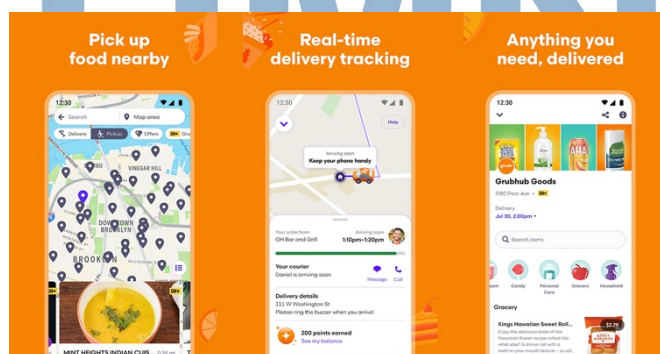


Figure 2. 43 Grubhub App Interface.

Source: <https://www.expertappdevs.com/blog/top-10-mobile-app-ui-design-examples>, (2024)

### 2.9.2 Types of User Interfaces

The first crucial thing to remember is that not all mobile interface designs are the same. They often differ according to the brand and the platform on



which they are launched. Each screen in a mobile app has its own unique purpose and processing rules to improve the user experience which includes:

- *Splash screen:* this is the first screen you see when you launch any app. For most apps, they usually show the brand name on the splash screen. Some may add illustrations or a loading message to keep the users engaged when the app is still processing.

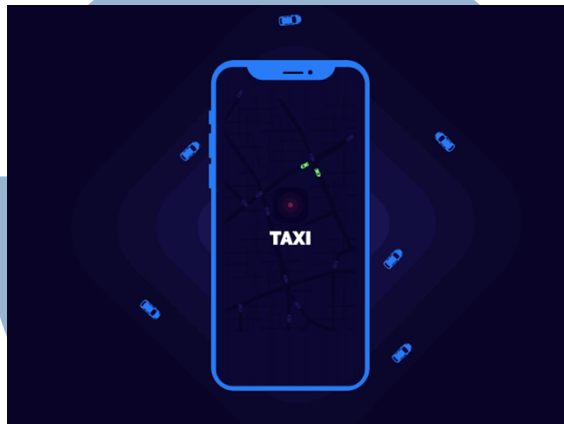


Figure 2. 44 Splash Screen.

Source: <https://cadabra.studio/10-types-of-app-screens-you-should-know/>, (2023)

- *Onboarding screen:* these screens functions as information to help first-time users understand the app's main features.

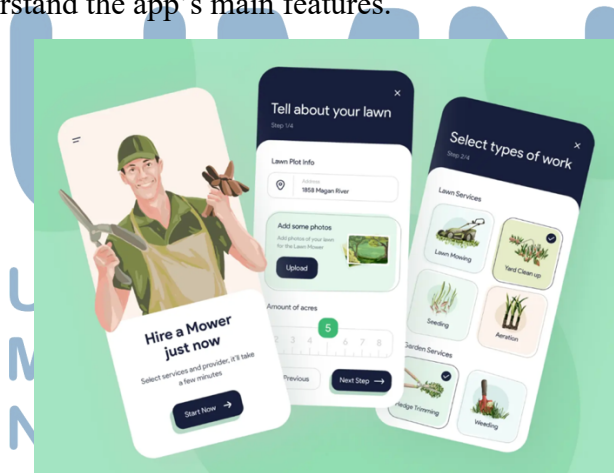


Figure 2. 45 Onboarding Screen.

Source: <https://cadabra.studio/10-types-of-app-screens-you-should-know/>, (2023)

- *Home screen:* this is the main screen of the entire app. All the other screens are linked to the home page as it highlights the functional menu and features. In simple terms, it acts as the basecamp of the app.

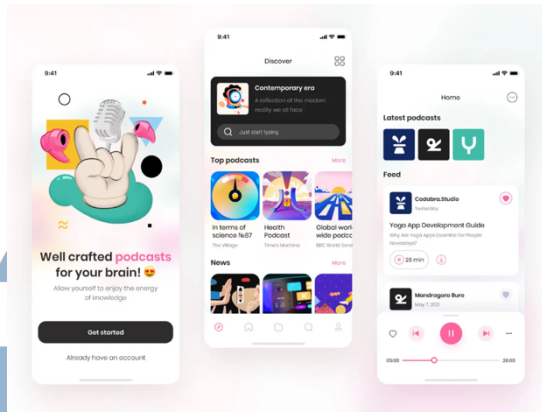


Figure 2. 46 Home Screen.

Source: <https://cadabra.studio/10-types-of-app-screens-you-should-know/>, (2023)

- *Login screens:* most current apps demand users to have a personal account, therefore a log-in page is essential for them because signing up and logging in is the first step towards getting on board. Thus, a log-in page is essential for the great majority of apps, as it provides access to most of the apps' features.

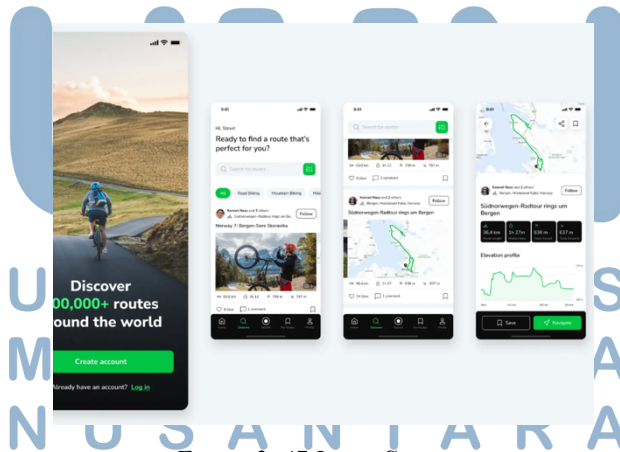


Figure 2. 47 Login Screen.

Source: <https://cadabra.studio/10-types-of-app-screens-you-should-know/>, (2023)

- *Profile screens:* once logged in, the user personalizes their presence in the app. That's when the profile screen displays, serving as a location to save

personal information. Thus, the screens should be clear of distraction and easy to navigate.

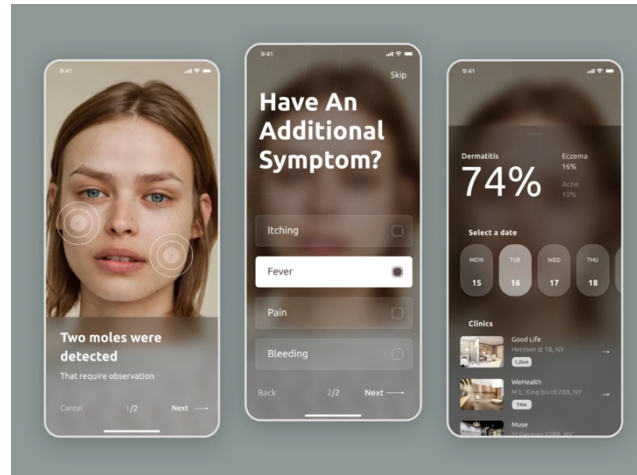


Figure 2. 48 Profile Screen.

Source: <https://cadabra.studio/10-types-of-app-screens-you-should-know/>, (2023)

- *App screens*: app screens or also known as app features are basically the backbone of an app. This holds all the features the app has. Users should be able to find the feature or program they want within the app easily. The app screens are often the most used screen amongst the others since it is where users interact the most.

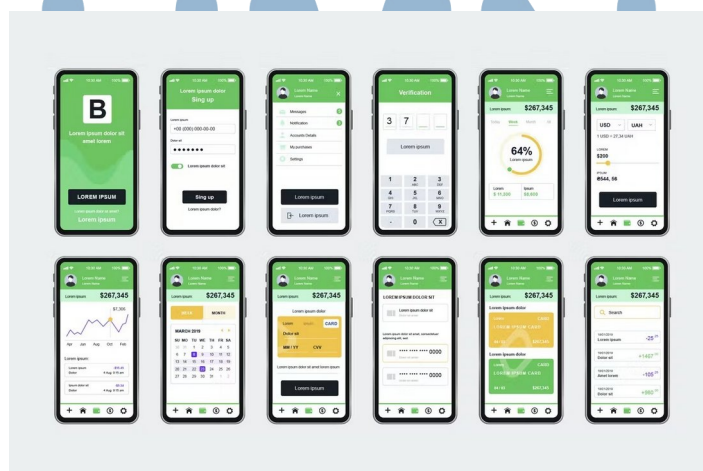


Figure 2. 49 App Screens.

Source: <https://designshack.net/articles/inspiration/mobile-app-templates/>, (2023)

## 2.10 Website

As technology evolves, the creation of websites as a result has created a positive impact on our day to day lives. From the invention of the internet, now people can access all sorts of information using the internet via websites. A website is a collection of site pages contained in a domain or subdomain on the World Wide Web (WWW) on the internet. According to Gregorius (2000), a website is a collection of web pages connected to each other with all files linking to each other. The usual layout of a website consists of a collection of pages called homepages. The homepage is often placed at the very top and as a result, that is usually the first thing people see when they go on a website. A website can cater many different uses from providing information, promoting the brand, to using it as a source of entertainment.



Figure 2. 50 Website.

Source: <https://fireart.studio/blog/showcase-websites-examples/>, (2024)

## 2.11 AISAS Strategy Model

During this era of marketing, businesses are struggling to attract customers to pay attention to their brands, products, and services, which brings up the issue that, in an age that is overflowing with information, many people put up what's called "information barriers". Information barriers simply mean that people focus on the information that they are specifically looking for or are interested in. As a result, to overcome these information barriers and communicate effectively in the future, it will become increasingly vital to use tactics that generate customer

attention from the start of a marketing campaign and maintain it throughout. According to Sugiyama & Andree (2011), mentioned in their book titled “The Dentsu Way: Secrets of Cross Switch Marketing from the World’s Most Innovative Advertising Agency”, that to overcome these information barriers, we can use the AISAS model strategy as a way to effectively communicate the message to the target audience. AISAS is a concept created by Dentsu in 2004 that is described as the acronym for Attention, Interest, Search, Action, and Share. Before AISAS, communication was restricted to a one-way flow because only businesses could address their customers. However, with the introduction of the internet, social media, and networking sites, businesses and customers now have the chance to communicate in both directions.

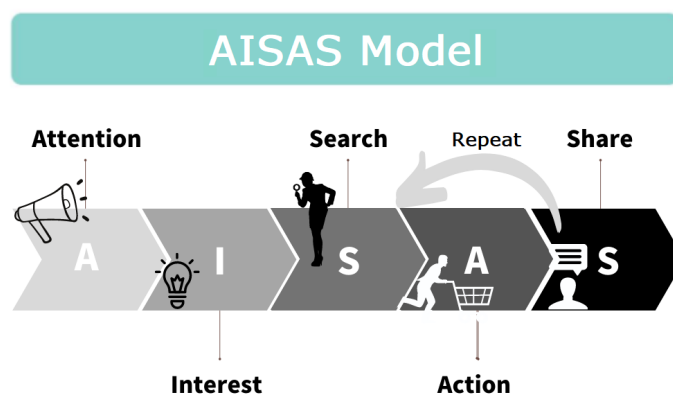


Figure 2. 51 AISAS Model Strategy.

Source: <https://gmo-research.com/news-events/articles/what-aisas-five-things-you-should-know-about-customer-journey-framework>, (2022)

AISAS is described as a formula designed to approach the target audience effectively by looking at changes in behavior that occur. The first stage is attention which represents the stage at which the target is aware of a particular product or service. During this stage, it is very important that the business can introduce the brand through advertising that attract the consumer’s attention. At this stage, the target is only aware of the product or service but have not gained interest just yet. The next stage is interest. At this stage, consumers will start getting interested in a product or service that’s being advertised, and this will bring up a possibility that

they're interested and want to know more about the product or service in question. As a result, it is very important that the business must be able to develop consumer interest, such as by building websites or social media accounts that are eye-catching, unique and fun so that they feel eager to find out more about the product or service. Once consumers feel interested, they will try to find out more about the product or service, which results in the next stage that is search. With the development of technology and the internet, it has made it easier for consumers to get additional information online, such as reviews. After obtaining sufficient information, they enter the most important stage which is action. Action is represented as a consumer's action in the form of purchasing the product or using the service. So, it's important for a business to always maintain its commitment to providing the best service in order to provide maximum satisfaction to consumers. Lastly, after using the product or service, consumers will share their experiences in the form of feedback and testimonials. Later, the things conveyed will spread through word-of-mouth. Through this sharing stage, consumers are indirectly involved in promoting the product or service.

