

## CHAPTER III

### DESIGN METHODOLOGY

#### 3.1 Design Subject

The following are the design subjects this campaign to increase the public's awareness towards locally produced electronics will target based on their demographic, geographic, and psychographic qualities.

##### 3.1.1 Demographic

- a. Gender : Male and Female
- b. Age : 22 — 34 Years Old

Recent study from Snapcart shows that the most influential age groups in the gadget market comes from Gen Z, aged 10—25, and Millennials, aged 26—41. Together, these two generations make up for approximately 32% of the Indonesian population. (Snapcart, 2024). Most gadget purchases in Indonesia are made by young adults, aged 18—34, driven by their need to stay connected, access social media, and use digital-based services. This age group is also the largest entertainment consumers, with apps such as YouTube, Instagram, and TikTok. (BPS-Statistics Indonesia, 2024). With this data, combined with the fact that 64,9% of smartphone users in Indonesia are 18—24 years old (start.io, 2023), the author decided to specify the age group of 22—34 as the main target age segmentation for this campaign design.

- c. Minimum Education : Senior High School
- d. Socio-economic Status : B

In the Digital Literacy Status in Indonesia 2021 report, released by the Ministry of Communication and Information of the Republic of Indonesia in collaboration with Katadata Insight Center (KIC), the socio-economic status class with the highest digital literacy came from class A and B, with 58,9, and 59,1 high digital literacy indexes,

respectively. (Dihni, 2022). However, in Indonesia, higher income groups tend to purchase more exclusive global brands, while lower to middle income citizens choose more budget-friendly choices, including some local brands such as Advan and Evercross. (Standard Insights, 2024). Since Indonesian citizens aged 25—34 has an average monthly income of Rp4,6 million, with an approximate range from Rp2,7 to Rp5,8 million Rupiah (paylab, 2024), the author concluded that the target SES of this final project is going to be for people from the socio-economic status B (Hanif, 2022).

### **3.1.2 Geographic**

The Geographic location for this campaign design will for the Greater Jakarta Area. Locally produced gadgets tend to be frequently purchased in areas with the highest activities of manufacturing and retail activities, particularly areas such as Jakarta, Bandung, and Surabaya. This happens due to infrastructure availabilities and the purchasing power in these regions. This also effects the promotion and accessibility of local products in rural area, which cause these areas to consume less locally produced products due to weaker distribution and lower purchasing power (Mordor Intelligence, 2024). Based on data accumulated by Mordor Intelligence, the capital city of Indonesia, Jakarta, is the major hub for electronic and gadget sales, as it has a dense population with high purchasing power. Brands such as Advan and Polytron had the most prominence in Jakarta than other regions.

### **3.1.3 Psychographic**

- a. People that have an understanding of digital technology, gadgets, and electronics in general.
- b. People who need to use electronic devices daily for working in a professional environment.
- c. People who need gadgets to accommodate for educational purposes, such as studying and researching.

- d. People who seek the highest value to price ratio, due to limited budget.
- e. Technology enthusiasts that like to collect and tweak gadgets and other electronic devices as their hobbies.

### **3.2 Design Methods and Procedures**

The design method decided to be used for this final project is the Double Diamond design process. The reason to why the Double Diamond process is favoured more than the Triple Diamond design process for this final project is due to the scope of this project. This campaign design will only reach the *Deliver* (or *Prototyping*) phase of the Triple Diamond, making the last diamond, consisting the *Development* and *Validation* phase, irrelevant to the project. The Double Diamond process, however, stops during the *Deliver* phase, which suits this project better.

There are two diamonds, or steps, in the Double Diamond process, the Discover phase and the Define phase is part of the first diamond, followed by the Develop Phase and the Deliver phase in the second diamond. Each phase has different objectives that helps guide the design process from identifying the problem to forming the design solution and implementing it. The Double Diamond design thinking method is a dynamic process that can see creators work their way back and forth between phases to perfect their designs. The diamonds itself indicates when designers have to increase their scope, to gain a bigger understanding of a topic and open to new ideas and opportunities, while the corners of the diamond indicate when designers have to specify the solutions and be precise on design choices to make the results more effective.

#### **3.2.1 Discover**

The first step of this design thinking process includes researching more information regarding the topic on hand and understanding it deeper. This could be done through resource gathering activities such as interviews with various parties, especially experts, observations, discussions and questionnaires and other means of data collection. These data will be then used to help direct the decision-making process of the campaign design.

### **3.2.2 Define**

Once enough data has been accumulated, and a clear problem could be formulated from the data gathered, the author then will define the problem of the issue and create conceptualisations to the potential solutions that could be applied to solve the issue. These activities include identifying pain points, creating mind mappings, mood boards, creating personas and journeys in this case since the main output would be an interactive web and deciding on a brand name along with the visualisation.

### **3.2.3 Develop**

The develop stage of the Double Diamond Process include generating ideas and developing those ideas into real products that can be implemented to solve the issue. Sketching, prototyping and exploring different concepts are amongst the activities that the author will conduct during this phase. This phase is also the phase in which the AISAS method will be implemented, designs will be made based of the concepts decided in each stage of the AISAS method from the Define stage.

### **3.2.4 Deliver**

The last phase of the process will be the deliver stage. This stage will include the author doing testing, Alpha Testing and Beta Testing, to gather information regarding the prototype and refine or implement feedback to produce a better, more efficient working product. The Alpha Testing and Beta Testing itself will consist of different methods and analysis done to different groups of people, as here more thoroughly explained:

#### **3.2.4.1 Alpha Testing**

The alpha testing stage of this final project will be done during prototype day in Multimedia Nusantara University. The author will provide a functional website mock-up that will act as the main media output of this campaign and seek feedback and input by other designers and academicians regarding the output and campaign design. A Google Form will be used to

collect data and feedback of the final project design. The aim of this stage is to collect opinions from other designers to objectively improve and optimise the output before sharing to the target audience.

#### **3.2.4.2 Beta Testing**

Similar to alpha tests, the beta testing stage will be done to seek for input and feedback. Only, for this stage, it will be done directly with the target audience and subjects of this campaign design. The Beta test will be done by selecting a few potential users and conducting interviews. The feedback will be analysed, then implemented to the final design. The goal of this stage is to measure the effectivity of the campaign and understanding the problems that will potentially show up for the target audience.

### **3.3 Design Techniques and Procedures**

This design technique in this final project will include data collection techniques such as interviews, focus group discussion (FGD), and a questionnaire. The goal of doing these data collection is to understand more the state of local gadget products in the Indonesian market, based on the perspective of market players, informed citizens, and the general public. This will help the author in creating a more tailored campaign that could be more effective in promoting local brands into the market. Other goals for this data collection includes comprehending the general methods of creating a campaign, as well as understanding the development of a website, which will be the main media for this campaign.

#### **3.3.1 Interview**

The author will conduct interviews with experts as a technique to collect data and information regarding the topic and media that will be designed in this final project. These interviews will be done with an expert in UI/UX, a professional campaign designer, and a representative of the Indonesian IT Industry Association, each with their own focuses and goals. With the results of these interviews, the campaign design can be designed in a more in-depth and detailed methods, mirroring the state of the current condition of local products in the Indonesian gadget market.

### **3.3.1.1 Interview with Indonesian IT Industry Association (AITI)**

The third and last Interview session is going to be with Busman, Head of Compartment Retail of the Indonesian IT Industry Association (AITI) and CEO of a computer retail business. This interview is crucial for this project, as it helps the author apprehend the situation that is currently happening in the Indonesian IT industry, particularly regarding the popularity and development of locally produced electronic gadgets. In order to develop an effective, directed delivery for the audience, this campaign design will revolve around the information received from this interview. The interview points discussed are as follows:

- a. What is the condition of the IT industry currently in Indonesia, particularly regarding gadgets such as phones, laptops, computers, and electronic accessories.
- b. Are locally produced products, such as Advan, Axioo, and Polytron still has any demand in the local market?
- c. How do locally produced products compare to global brands in terms of demand? Is it drastic?
- d. What is the reason people choose / avoid local products?
- e. Could local products compete with international brands and increase their trust in the market?
- f. What are the efforts currently being made to increase the competitiveness of local brands, both from the government and/or by local manufacturers?
- g. From the perspective of consumers, what incentives should be provided to support local brands?
- h. Have there been an existing campaign ran to promote local gadget brands in Indonesia?
- i. What works / doesn't work in those campaigns?
- j. Will running a campaign help in pushing local gadget manufacturers to progress and develop further?



### **3.3.1.2 Interview with UI/UX Expert**

The first interview will be done with Ritchie Permadi, a professional designer that has a deep understanding of user interface and user experience design. The interview will be focused on grasping the depth of interface and experience design, including some general aspects of an effective website design to communicate with the target audience. The list of points that are needed from the outcome of this interview are as follows:

- a. What aspects should be considered in the development of a website, especially as the main media for a campaign?
- b. What do you need to prepare in order to create this website?
- c. What kind of copywriting is needed to be applied in order to persuade people in visiting the website?
- d. How do you maintain engagement on the website?
- e. Should gamification or interactivity be included as an effort to keep engagement on the website that will be made?
- f. What features should be included on the website that could initiate actions to visitors?
- g. How do you keep a website sustainable for a long period of time, particularly during the duration of the campaign?

### **3.3.2 Focus Group Discussion**

For the next step of this design research, the author will conduct a focused group discussion with connections that have some understanding of technology and electronic gadgets in general. Members of the discussion consists of people that regularly use electronic devices in their daily lives, with different backgrounds and different usage of gadgets. Kevin Liau is an undergraduate student that is a tech enthusiast that understands deeply about this topic, Jonathan Owen Kuntjoro, a Full Stack Engineer that uses electronic devices daily for work, and has a high understanding of the topic, Natasha Mendrofa and Yohanes, a designer that needs gadgets and electronics in order to work professionally, but only has a basic understanding of electronics, and

Jeane Hilary, a designer that works in the technology industry and understands the scenes behind the electronic gadget industry.

The goal of this focus group discussion is to understand different perspectives from different communities about the perspective towards locally produced gadgets. It is hoped that the outcome of this focus group discussion will help on the decision making and the long-term planning of this campaign design. These following points will be discussed in this focus group discussion:

- a. How much do you know about electronic devices and gadgets in the Indonesian market?
- b. What brands or products do you know in Indonesia that is locally produced?
- c. Have you ever used locally made gadgets? If so, what products did you use and when?
- d. Do you still want to purchase and use local products?
- e. If given a chance to purchase a local product, how much will you use the product? Sometimes, daily, or not at all? Why?
- f. In your opinion, are local products are good enough to compete with global brands?
- g. What is missing from local gadget products that makes people tend to purchase more imported products?
- h. What can be done by local manufacturers to increase their products' competitiveness in the local market?
- i. If local manufacturers somehow managed to increase their products quality and could compete with global brands, will you start purchasing local products instead?
- j. Why so? What should producers do to make you consider choosing local products over imported products?



### 3.3.3 Questionnaire

To search for additional information regarding the public's perception about this topic, the author will undergo a randomly sampled questionnaire around Jakarta Metropolitan Area and Tangerang, with target respondents of 22—34 years of age. This questionnaire is required to be done for accumulating data and statistics regarding the bias for imported products and the reasoning behind why Indonesian-made electronic gadgets can't compete in the market. The following are the outline of the questions for the questionnaire that will be disseminated through *Google Form*:

- a. How much do you know about local gadget products?
- b. What local gadget brands have you ever heard about or used?
- c. What products do you know these brands produced?
- d. Where did you hear these local brands or products from?
- e. Have you ever used locally produced gadgets?
- f. If "yes", what product or products did you use, and when?
- g. How interested are you in trying out or using local gadgets?
- h. What makes you interested in using local gadgets?
- i. In your opinion, how competitive are local brands compared to global brands in the Indonesian market?
- j. Where did global brands excel, that local brands could not provide or compete in?
- k. What potential could local brands develop to compete?
- l. How likely are you to recommend a local gadget brand?

### 3.4 Existing Studies

A reference study will be done as an effort to help this campaign design through looking at similar campaigns that was done in the past and are related to the topic of local products or electronic gadgets in general. The campaigns that will be used in this reference studies will act as an inspiration and learning for the design of this campaign, implementing what works and avoiding doing what doesn't. The two campaigns that the author will analyse are as follows:

### **3.4.1 Bangga Buatan Indonesia Campaign**

*Bangga Buatan Indonesia*, or BBI for short, is a campaign launched by the Indonesian government in the early 2020. It was meant to be a predecessor of an even older campaign called “100% Cinta Indonesia.” This campaign aims to encourage Indonesian citizens to support local products made locally in Indonesia, especially focusing on MSMEs. This initiative also persuades citizens to be proud of local products, driving sales and boosting the national economy, with the hopes to be competitive in the international market.

### **3.4.2 Beli Lokal 12.12 Campaign**

Beli lokal 12.12 is another campaign that promotes local brands in the Indonesian market, this time started by a private company, the leader of Indonesia’s online marketplace, Tokopedia, in collaboration with TikTok. This campaign was intentionally run coinciding with Harbolnas (Hari Belanja Online Nasional) on the 12th of December 2024. Just like *Bangga Buatan Indonesia* campaign, this campaign aims to promote local products and support local MSMEs by offering discounts and promotions.

