



Literature Search Strategy Using AI

**Disampaikan Pada Public Lecture
Program Studi Desain Komunikasi Visual
Rabu, 19 Februari 2025**



What is Literature Search?

Penelusuran literatur adalah pencarian menyeluruh untuk informasi yang dipublikasikan (artikel jurnal, report, data, dsb.) tentang suatu subjek menggunakan strategi penelusuran bibliografi yang tersedia.

Bertujuan untuk menemukan sebanyak mungkin referensi yang sudah ada tentang topik tersebut.

SUMBER: [HTTPS://ODLIS.ABC-CLIO.COM/ODLIS_L.HTML](https://odlis.abc-clio.com/odlis_l.html)

Why is it Important?

01

ACADEMIC SKILL

Penelusuran literatur merupakan salah satu skill akademik yang perlu dikuasai oleh mahasiswa dan akademisi sebagai masyarakat terpelajar untuk membantu dalam pembelajaran, pengerjaan tugas penelitian, atau tugas-tugas akademik lainnya.

02

SCIENTIFIC PUBLICATION

Menyediakan berbagai jenis publikasi akademik/ilmiah yang mendukung kegiatan pembelajaran, pengajaran dan penelitian.

03

UP-TO-DATE

Publikasi-publikasi tersebut berkembang pesat dari tahun ke tahun, sejalan dengan kemajuan teknologi informasi dan komunikasi.

Objective of Literature Searching

- ✓ Memperkenalkan alat pencarian yang digunakan dalam pencarian literatur
- ✓ Memperkenalkan perangkat AI yang dapat digunakan untuk pencarian literatur
- ✓ Memperkenalkan jenis-jenis publikasi ilmiah dan cara mengaksesnya
- ✓ mempraktekkan cara melakukan penelusuran

Types of Publication

ACADEMIC/SCHOLARLY/PEER-REVIEWED JOURNALS

Contoh: buku teks, buku referensi, jurnal, laporan penelitian

- Artikel panjang
- Ditargetkan untuk audiens tertentu
- Sebagian besar berupa teks dengan beberapa bagan, tabel, grafik
- Diterbitkan bulanan, dua bulanan, dua tahunan, tahunan
- Meliputi satu bidang subjek

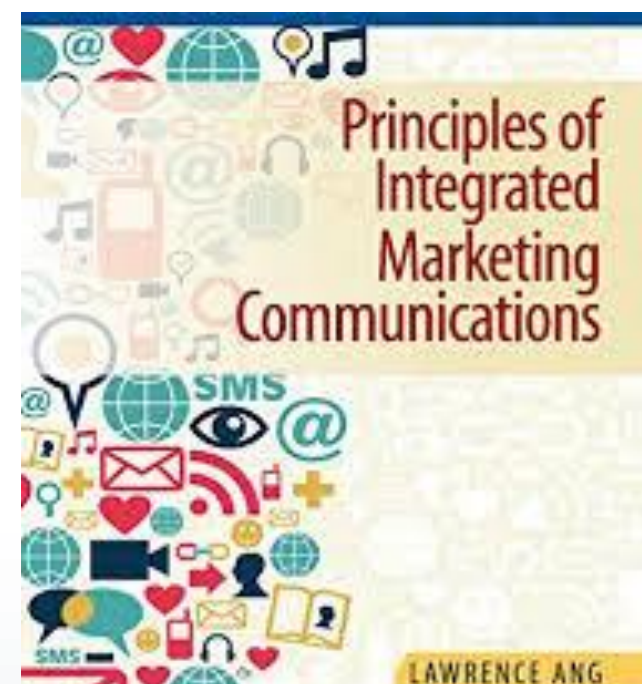
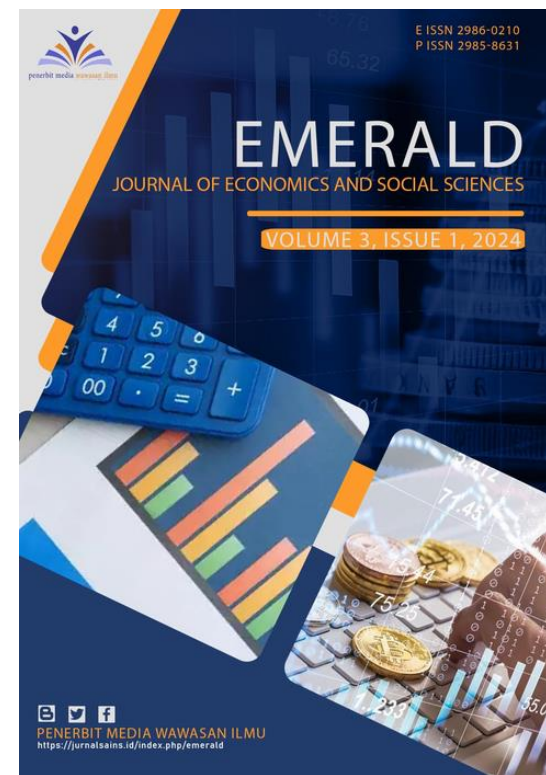
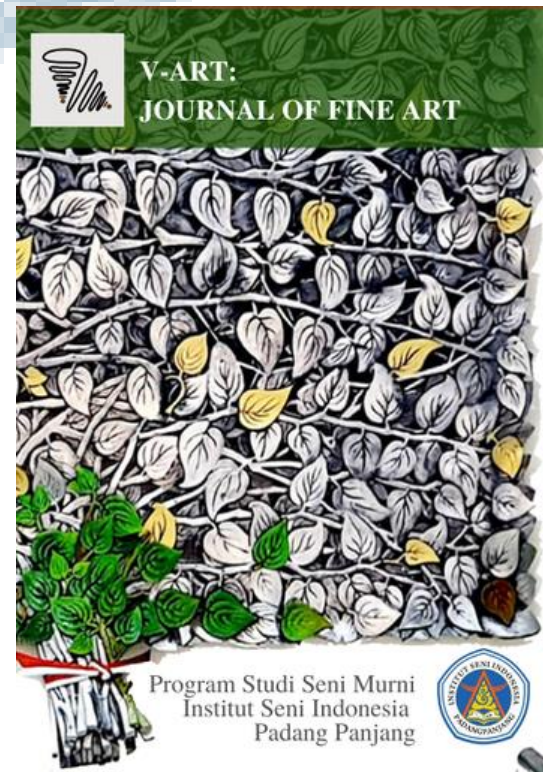
NON SCIENTIFIC PUBLICATION

Contoh: majalah populer, majalah ilmiah, surat kabar, dsb.

- Artikel Panjang & Pendek
- Gambar & ilustrasi
- Meliputi satu bidang subjek
- Ditargetkan untuk pembaca khusus
- Diterbitkan mingguan, bulanan, dua bulanan

Academic/Scholarly/Peer-Reviewed Journals

NON SCIENTIFIC PUBLICATION



Identifying The Scholarly Journal

www.ccsenet.org/ijbm International Journal of Business and Management Vol. 6, No. 12; December 2011

Internal Social Responsibility and Its Impact on Job Commitment:
Empirical Study on Jordanian Cement Manufacturing Co.

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Received: March 13, 2011 Accepted: April 8, 2011 Published: December 1, 2011
doi:10.5539/ijbm.v6n12p94 URL: <http://dx.doi.org/10.5539/ijbm.v6n12p94>

Abstract

The purpose of this paper is to explore the relationship between internal social responsibility and job commitment from a sample of 131-employees in Jordanian Cement Manufacturing Co. This study adopts the descriptive analytical methodology both theoretical and practical. Results showed a positive statistically strong relationship between the organizational structure and job commitment. Further, results also showed a negative relationship between the managerial policies and organizational commitment; and no statistically significant relationship between corporate innovation and job commitment. This study concludes with a number of recommendations that call for clearly identified management policies; enhancement of the innovation process at a larger scale that motivates job commitment among employees. This study calls for further studies that measure the effect of innovation, as one of internal social responsibility dimensions, on job commitment in industrial companies such as the Arab Potash Co. and Jordan Petroleum Refinery Co. to find out whether they agree or disagree with results from this study.

Keywords: Internal social responsibility, Job commitment

1. Introduction

To achieve their development and growth strategies, industrial organizations essentially depend on human resources as the hub of the development process and the cornerstone in their growth. Human resources also form the heart of an organization that gives momentum to the whole production process (Abbas, 2003). The social and economic growth in states and organizations created not only by production expansion, increase and diversity of factories, or greater employment of capital assets; rather effective investment of production factors of which human resources the most significant is also involved (al-Zghailat). Human resources form the most important production factor in a state (al-Smadi & al-Rawashdeh, 2009) that affects its performance. Taking in mind the importance of the human component, business organizations are now viewing human resources strategically paying greater attention to organizational environment and satisfaction of human needs whether material or immaterial so that to be motivated and well enabled to work effectively (al-Ghalbi & Manhal, 2004).

Research that were concerned with the importance of the human resources in business success concluded what has become to be known as "Job Commitment", where some studies argued that a committed employee will be closer to his organization and work harder in order to help achieve its targets (al-Ofi, 2005). However, other studies focused in the significance of job commitment as a concept and measured its positive effect on a set of negative variables, showing that the higher the job commitment, the less absenteeism rate will be.

On the other hand, job commitment was the major focus of organizational behaviour studies (al-Smadi, 2008) because of its effect on organizational effectiveness and efficacy. Job commitment is viewed very desirable

- Judul jurnal tidak selalu mengandung kata jurnal dan biasanya cukup lugas
- Judul jurnal penting untuk kutipan yang dibuat dalam suatu tulisan
- Informasi identifikasi lebih lanjut biasanya akan ditampilkan di sampul atau tepat di artikel, seperti: volume, nomor dan tahun
- Judul artikel biasanya agak panjang, sangat deskriptif tentang isinya, dan sering kali menyertakan titik dua yang menandakan subjudul
- Penulis biasanya dicantumkan dengan afiliasi atau organisasi mereka
- Sebagian besar artikel memiliki abstrak yang merangkum studi dan temuan

How to Find Literature

1. Google Scholar



Stand on the shoulders of giants

Google Scholar search results for "visual design + campaign + enhance marketing". The search bar shows the query and a search icon. Below the search bar, it indicates "Articles" and "About 213.000 results (0,18 sec)".

Any time
Since 2024
Since 2023
Since 2020
Custom range...

Sort by relevance
Sort by date

Any type
Review articles

include patents
 include citations

Create alert

Visual design, message content, and benefit type: the case of a cause-related marketing campaign Q1 A + [\[PDF\] polyu.edu.hk](#)
Y Gao, L Wu, J Shin, AS Mattila - Journal of Hospitality & ..., 2020 - journals.sagepub.com
... the alignment of **visual design** elements and message ... **increase** in literacy or a prevention of increased rates of illiteracy. In this article, we argue that two different styles of **visual designs**, ...
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How rich is too rich? Visual design elements in digital marketing communications Q1 A* + [\[PDF\] sciencedirect.com](#)
Y Bashirzadeh, R Mai, C Faure - ... journal of research in **marketing**, 2022 - Elsevier
... **increase** both enrichment and clutter perceptions. Importantly, we argue that these effects are unique, in that the two types of **visual** elements **enhance** ... , we **designed** an email **campaign** ...
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The role of graphic design elements in Digital Marketing Campaigns NA [\[PDF\] ihu.edu.gr](#)
M Kyriakou - 2024 - repository.ihu.edu.gr
... , **visual** representations, and stylistic elements—we use a factorial **design** approach to empower our **graphic designer** ... The **graphic designer** used a careful color palette to **enhance** the ...
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Barack Obama's 2008 campaign for the US presidency and visual design Q1 [\[PDF\] researchgate.net](#)

How to Find Literature

1. Google Scholar

TIPS

Gunakan Google Syntax untuk membatasi hasil pencarian

OPERATOR/BOOLEAN LOGIC			
No	Operator	Keterangan	Tanda Penulisan
1	AND	Mengandung kedua kata	AND, +
2	OR	Mencari informasi yang mengandung salah satu dari kedua kata	OR, /
3	FRASE	Mencari informasi yang mengandung frase	" "
4	NOT	Hasil pencarian mengandung kata yang di depan, tapi tidak yang dibelakang minus (-)	NOT, -
5	SINONIM	Mencari kata beserta sinonim-sinonimnya	~
6	AND NOT	pencarian artikel yang tidak mengandung kata yang dimasukkan	AND NOT
7	ASTERIK	Karakter pengganti kata	*
8	TANDA TITIK	Karakter pengganti huruf, angka dan karakter tunggal	.
9	CASE INSENSITIVE	Menganggap kapital dan bukan kapital sebagai sesuatu yang sama	
10	W/n	membatasi pencarian pada angka kata maksimum (n) diantara 2 kata	...W/n....
11	PENGABAIAN KATA	Mengabaikan keyword berupa karakter tunggal dan kata-kata berikut: a, about, an, and, are, as, at, b, by, from, how, i , in, is, it, of, on, or, that, the, this, to, we, what, when, where, which, with.	

How to Find Literature

1. Google Scholar

OPERATOR/BOOLEAN LOGIC			
Pencarian Lanjut			
1	DEFINE	Mencari definisi dari sebuah terminologi	DEFINE:.....
2	CACHE	Menampilkan data yang sudah tidak aktif	CACHE:.....
3	LINK	Menampilkan daftar link yang mengarah ke sebuah situs	LINK:.....
4	RELATED	Menampilkan daftar situs yang serupa, mirip atau memiliki hubungan dengan suatu situs	RELATED:.....
5	INFO	Menampilkan informasi ketahu tentang sebuah situs	INFO:.....
6	SITE	Menampilkan pencarian khusus di suatu situs yang ditunjuk	SITE:.....
7	FILETYPE	Menampilkan hasil pencarian berupa suatu jenis (ekstensi) file tertentu	FILETYPE:.....
8	ALLINTITLE	Menampilkan seluruh kata yang dicari dalam TITLE halaman	ALLINTITLE:.....
9	INTITLE	Menampilkan satu kata yang dicari dalam TITLE halaman	INTITLE:
10	ALLINURL	Menampilkan seluruh kata yang dicari di dalam URL	ALLINURL:.....
11	INURL	Menampilkan satu kata yang dicari di dalam URL	INURL:.....

2. Sinta Kemdikbud

The screenshot shows the SINTA website interface. At the top, there is a navigation menu with 'SINTA' logo and links for Author, Subjects, Affiliations, Sources, FAQ, WCU, Registration, and Login. Below the navigation, there is a search bar with 'Search journals' and a 'Filter' button. The search results are displayed for the query 'desain komunikasi visual'. The results show 'ANDHARUPA, JURNAL DESAIN KOMUNIKASI VISUAL & MULTIMEDIA' with a green checkmark. The journal is associated with Universitas Dian Nuswantoro and has a subject area of Humanities, Education, Art. It is S2 Accredited and indexed in Garuda. The journal's impact and citation statistics are shown at the bottom: 2,42 Impact, 18 H5-index, 1.519 Citations 5yr, and 1.573 Citations.

The screenshot shows the SINTA website home page. At the top, there is a navigation menu with 'SINTA' logo and links for Author, Subjects, Affiliations, Sources, FAQ, WCU, Registration, and Login. The main content area features a large banner with the text 'Sinta is Evolving' and a description of the Sinta (Science and Technology Index) system. Below the banner, there is a search bar with 'Author' and 'Search...' fields. On the right side, there is a sidebar with a 'Go to Insight' button and a 'Get more detailed information with SINTA Insight' button.

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Advanced filters

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By Author

Published Before

Search

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AUTHOR GUIDELINES

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JOURNAL TOOLS



Pencapaian Sense of Design dalam Perancangan Desain Komunikasi Visual

Agus Setiawan 207-217
2024-07-04

Analisis Tampilan Visual Game Super Mario Bros dalam Kajian Persepsi Visual Sebagai Dasar Pengembangan Konsep Visual Game

Khamadi Khamadi 98-109
2024-07-31

Perancangan Penjenamaan Visual sebagai Media Promosi Wisata Kabupaten Ogan Komering Ilir Sumatera Selatan

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2024-06-19

Perancangan Ulang Logo dan Media Promosi CV. Kinandang Putera sebagai Penguatan Identitas Visual

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2024-07-04

Kedinamisan dalam Kearifan Lokal: Perancangan Identitas Visual Galeri Sulam Pinjaik Patah

Erni Masdupi, Tri Kurniawati, Halkadri Fitra, Dini Faisal 224-239
2024-07-03

2. Sinta Kemdikbud



ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia

Vol. 09 No. 04 Desember 2023

<http://publikasi.dinus.ac.id/index.php/andharupa/index>



PERANCANGAN PENJENAMAAN VISUAL SEBAGAI MEDIA PROMOSI WISATA KABUPATEN OGAN KOMERING ILIR SUMATERA SELATAN

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corresponding author email: edo_dkv@uigm.ac.id¹

Abstrak

Kabupaten Ogan Komering Ilir (OKI) merupakan salah satu kabupaten di provinsi Sumatera Selatan yang memiliki kebudayaan yang kuat. Masyarakat OKI menjunjung tinggi adat istiadat dalam kehidupan sehari-hari, di antaranya seperti *Midang* dan *Mulah*, yang merupakan tradisi pernikahan masyarakat OKI. Selain itu, kabupaten OKI juga memiliki potensi wisata tinggi, di antaranya Taman Segitiga Emas dan danau Teluk Gelam. Namun, kabupaten OKI belum memiliki penjenamaan visual yang dapat mengenalkan potensi wisata yang terdapat di dalamnya, sehingga menjadikan kabupaten OKI kurang dikenal masyarakat secara luas sebagai tujuan

3. eResources Perpustakaan Nasional RI

Login e-Resources

Masuk

[Lupa Password ?](#)

[Daftar Anggota](#)

e-RESOURCES

Untuk memenuhi kebutuhan pemustaka, kami melanggan berbagai bahan perpustakaan digital online (e-Resources) seperti jurnal, ebook, dan karya-karya referensi online lainnya. Setiap anggota Perpustakaan Nasional Republik Indonesia (Perpusnas) dan telah memiliki nomor anggota yang sah, berhak memanfaatkan layanan koleksi digital online yang kami langgan (e-Resources).



Hubungi Kami

Petunjuk / panduan penggunaan e-resources [klik disini](#). jika memerlukan bantuan penelusuran dapat Tanya Pustakawan (<https://pujasintara.perpusnas.go.id/layanan/tanya-pustakawan>).



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Open University Press MGH IP Access Portal

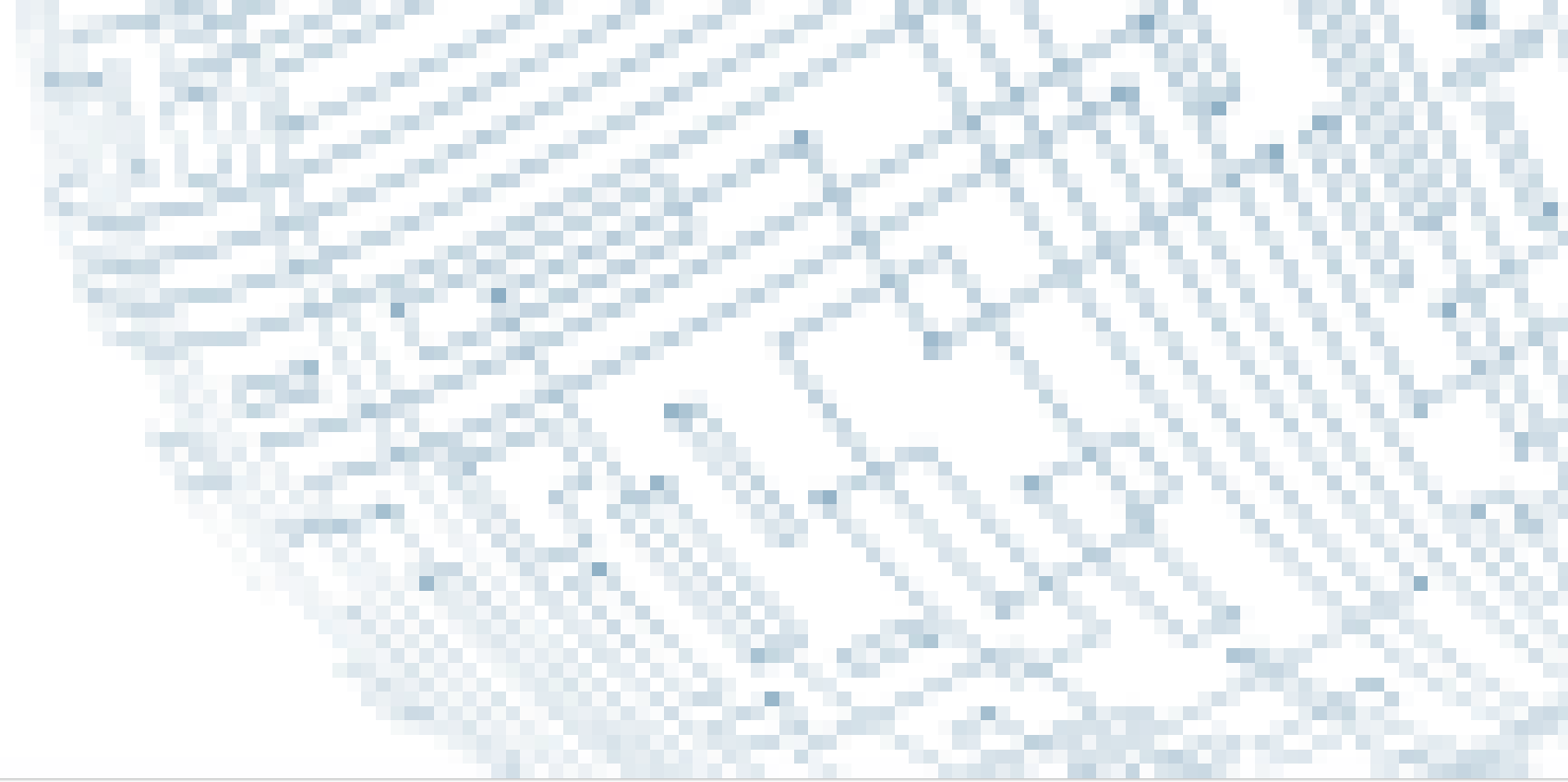
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OpenStax

[Panduan](#) [Tautan](#)

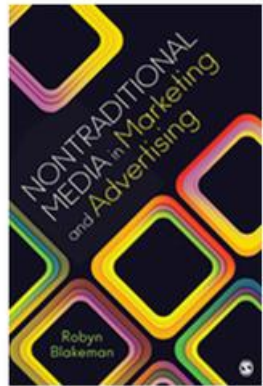
3. eResources Perpustakaan Nasional RI



Home > Academic Books > Nontraditional Media in Marketing and Advertising > Contents

Books

Add to list



Nontraditional Media in Marketing and Advertising

By: [Robyn Blakeman](#)

Publisher: SAGE Publications, Inc.

Publication year: 2014 | Online pub date: August 16, 2016

Discipline: [Business & Management](#)

Subject: [Electronic Marketing](#), [Social Marketing](#), [Marketing Communications](#)

DOI: <https://doi.org/10.4135/9781506335261>

More information

Front Matter

[Dedication](#)

[Copyright](#)

[Acknowledgments](#)

Chapters

[Chapter 1: Defining Nontraditional Media](#)

[Chapter 2: Marketing and Advertising Planning for Nontraditional Media](#)

[Chapter 3: Guerrilla Marketing](#)

[Chapter 4: The Alternative Use of Traditional Media Vehicles](#)

[Chapter 5: Nontraditional Media](#)



4. Semantyc Scholar

SCIENTIFIC LITERATURE SEARCH ENGINE - finding semantically similar research papers



A free, AI-powered research tool for scientific literature

Search 220,878,796 papers from all fields of science

Search

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SEMANTIC SCHOLAR

design visual campaign enhance marketing

Search

Orisa MAHARDHINI

505 results for "design visual campaign enhance marketing" + filters

Fields of Study

Date Range

Has PDF

Author

Journals & Conferences

Clear

Sort by Relevance



Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign

Y. Gao · L. Wu · Joongwon Shin · A. Mattila · Business · 18 March 2020

Engaging consumers in a firm's prosocial initiatives can generate favorable responses. As such, cause-related marketing (CRM) advertisements typically employ various content and design elements to...

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31 PDF Save Cite

Lights, Facts, and Goals: A Novel Framework to Enhance Community Health Messaging Campaign Design, Implementation, and Assessment

James S Brooks · Luz Claudio · Faven Araya · Muhammed Y Idris · Kristelle Pierre · Maya Korin

Medicine · [Health Promotion Practice](#) · 6 November 2023

TLDR The "Lights, Facts, and Goals" framework both simplifies the creation and communication of

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SCIENTIFIC LITERATURE SEARCH ENGINE - finding semantically similar research papers



SEMANTIC SCHOLAR design visual campaign enhance marketing Search Q Orisa MAHARDHI

DOI: 10.1177/1096348020911444 • Corpus ID: 216419507

Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign

Y. Gao, L. Wu, +1 author A. Mattila • Published 18 March 2020 • Business • Journal of Hospitality & Tourism Research

Engaging consumers in a firm's prosocial initiatives can generate favorable responses. As such, cause-related marketing (CRM) advertisements typically employ various content and design elements to engage consumers. However, the appropriate integration of advertising elements has gained little research attention. To fill this void, this study focuses on the joint effect of benefit type (self-benefits vs. other-benefits), message content (prevention focused vs. promotion focused) and visual... [Expand](#)

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Highly Influential Citations	4
Background Citations	13
Methods Citations	2
Results Citations	4

[View All](#)

This is the Pre-Published Version.
This is the accepted version of the publication Gao Y (Lisa), Wu L, Shin J, Mattila AS. Visual Design, Message Content, and Benefit Type: The Case of A Cause-Related Marketing Campaign. Journal of Hospitality & Tourism Research (Volume: 44 issue: 5) pp. 761-779. Copyright © 2020 (The Author(s). DOI: 10.1177/1096348020911444

Visual Design, Message Content, and Benefit Type: The Case of a Cause-Related Marketing

Campaign

ABSTRACT

Engaging consumers in a firm's prosocial initiatives can generate favorable responses. As such, cause-related marketing (CRM) advertisements typically employ various content and design elements to engage consumers. However, the appropriate integration of advertising elements has gained little research attention. To fill this void, this study focuses on the joint effect of benefit type (self-benefits vs. other-benefits), message content (prevention-focused vs. promotion-focused) and visual design (cute vs. aggressive) on customers' CRM engagement. While previous research suggests that emphasizing self-benefits (vs. other-benefits) of giving is more effective, our findings



5. Consensus.app

ACADEMIC SEARCH ENGINE- using AI to find insights in research papers.



5. Consensus.app



visual design to enhance marketing

1 **Marketing by Design: The Influence of Perceptual Structure on Brand Performance**

Visual design in marketing communications can improve brand performance by encouraging structured or unstructured perceptions, depending on a brand's positioning.

Journal of Marketing | Felipe M. Affonso et al. | 1 citations | 2022

Study snapshot

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2 **How rich is too rich? Visual design elements in digital marketing communications**

Combining animations and pictographs in digital communication can negatively impact communication effectiveness, increasing unsubscriptions and reducing in-app time.

International Journal of Research in Marketing | Y. Bashirzadeh et al. | 19 citations | 2021

visual design to enhance marketing

How rich is too rich? Visual design elements in digital marketing communications

Y. Bashirzadeh, Robert Mai, Corinne Faure · Jun 30, 2021

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19 Citations 0 Influential Citations

International Journal of Research in Marketing
Q1 SJR score

Semantic Scholar

Key takeaway

Combining animations and pictographs in digital communication can negatively impact communication effectiveness, increasing unsubscriptions and reducing in-app time.

Abstract

Abstract Companies are increasingly including innovative visual design elements such as animations and pictographs in digital communication. While both elements can be beneficial in exchanges with their customers, we propose that combining them can have negative effects on communication effectiveness. Animations and pictographs enhance digital communication, essentially through increased perceptions of enrichment, but these elements also raise perceptions of clutter. As they enrich a

5. Copsensus.app



SEMANTIC SCHOLAR Search 220,899,198 papers from all fields of science Orisa MAHARDHINI

DOI: 10.1016/j.ijresmar.2021.06.008 • Corpus ID: 237780448

How rich is too rich? Visual design elements in digital marketing communications

Y. Bashirzadeh, Robert Mai, Corinne Faure • Published in International Journal of... 30 June 2021 • Business, Computer Science

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International Journal of Research in Marketing
Volume 39, Issue 1, March 2022, Pages 58-76

Full length article

How rich is too rich? Visual design elements in digital marketing communications

Yashar Bashirzadeh ^a, Robert Mai ^b, Corinne Faure ^b

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Violation behavior in vertical restraint: Empirical and

FEEDBACK

5. Scispace

All-in-one AI tools for students and researchers.

The screenshot shows the Scispace website interface. At the top, there is a navigation bar with the Scispace logo, a search bar containing the text "design visual campaign enhance marketing", and links for "Pricing", "Chat with PDF", and "My Library". Below the navigation bar, the main content area features a "PRODUCT HUNT #1 Product of the Day" badge and the headline "The Fastest Research Platform Ever". A search bar prompts users to "Discover Papers for your research". Below the search bar, there is a section titled "Try asking or searching for:" with a list of research questions:

- How does climate change impact biodiversity?
- Why are aging Covid patients more susceptible to severe complications?
- How does social media affect the college selection process?
- What are the interesting theories about dark matter and dark energy?
- What is the significance of higher-dimensional algebra?

On the right side of the screenshot, there is a section titled "Answer from top 5 papers" which provides a detailed answer to the search query. The answer discusses the importance of visual design and the role of visual communication in marketing.

5. Scispace

The image displays two side-by-side screenshots of the Scispace interface, showing search results for the query "design visual campaign enhance marketing".

Left Screenshot:

- Search bar: Papers design visual campaign enhance marketing
- Filters: Add columns (5), PDF, Open Access, Top-tier papers, More filters, Clear filters
- Sort by: Relevan
- Table columns: Papers (10), Insights, Research
- Row 1: Paper 1. Investigating the Impact of Visual Design on Consumers' Perceptions towards Advertising (Eiman Negm, 01 Jan 2015). Insight: Visual design in advertising significantly impacts consumers' perceptions, enhancing recall, attitude, and behavioral intentions. Matching design properties with consumer needs is crucial for effective marketing campaigns.
- Row 2: Paper 2. Impact of the visual design language of social media advertisements on consumer perceptions (Vishal Kaushik, 10 Mar 2021). Insight: Visual design in campaigns impacts consumer perceptions, influencing recall, attitudes, and intentions. Matching design with target needs is crucial for appealing advertisements and enhancing marketing effectiveness.

Right Screenshot:

- Search bar: Papers design visual campaign enhance marketing
- Filters: Add columns (5), PDF, Open Access, Top-tier papers, More filters, Clear filters
- Sort by: Relevance, Export
- Table columns: Papers (10), Problem Statement, Create or add columns
- Row 1: Paper 1. Investigating the Impact of Visual Design on Consumers' Perceptions towards Advertising (Eiman Negm, 01 Jan 2015). Problem Statement: Impact of visual design on consumers' perceptions towards advertising; Matching visual design properties with consumer segment needs.
- Row 2: Paper 2. Impact of the visual design language of social media advertisements on consumer perceptions (Vishal Kaushik, 10 Mar 2021). Problem Statement: Impact of visual design language on consumer perceptions; Matching target segment needs with visual properties in advertisements.
- Row 3: Paper 3. Analyzing effects of direct mail design (Open access, Posted Content).

5. Scispace

SCISPACE Papers ▾ Discover Papers for your research 🔍

Home / Papers / Investigating the Impact of Visual Design on Consumers' Perception...

Open Access

Investigating the Impact of Visual Design on Consumers' Perceptions towards Advertising

Eiman Negm, +1 more - 01 Jan 2015 ✓

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TL;DR: Koksal et al. as discussed by the authors developed a conceptual framework regarding how visual imagery and design in advertising combining the suggestion of consumers about the processing of visual information in advertising and investigated consumers' views and opinions about the elements in visual designs found in adverts that impacts viewer' perceptions.

Abstract: There is a growing recognition that visual design and the concept of aesthetics is emerging as a key marketing element regarding the promotion and presentation of products, services, events, people, ideas, etc. (Koksal, 2013). The aim of this paper was to develop a conceptual framework regarding how visual imagery and design in advertising combining the suggestion of consumers about the processing of visual information in advertising. This paper investigated consumers' views and opinions about the elements in visual designs found in adverts that impacts viewer' perceptions. The study reviewed prior research [read more](#)

Investigating the Impact of Visual Design on Consumers' Perceptions towards Advertising

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Abstract- There is a growing recognition that visual design and the concept of aesthetics is emerging as a key marketing element regarding the promotion and presentation of products, services, events, people, ideas, etc. (Köksal, 2013). The aim of this paper was to develop a conceptual framework regarding how visual imagery and design in advertising combining the suggestion of consumers about the processing of visual information in advertising. This paper investigated consumers' views and opinions about the elements in visual designs found in adverts that impacts viewer' perceptions. The study reviewed prior research regarding the notion of advertisements and visual designs. An Interview guideline was then developed to question the Egyptian consumers on its application in the market. This study was considered conclusive research, with a cross-sectional design and an exploratory purpose. The variables were identified through the use of semi-structured interviews. Twelve interviews were conducted until the saturation level. The empirical findings indicated that visual designs in advertisements play a major role in influencing and swaying their perceptions. In particular, the research found that a perceptive “matching” of the visual design properties used in ads (predominately visual or verbal) and the consumer segment needs (desiring material to be presented in a visual or verbal manner) appears to be critical. The use of imagery impacts consumers' perception because it increases recall, enhances attitude toward the promoted matter, and affects behavioral intentions. Visual communication attracts attention since ads have become so complex in its efforts to use aesthetics to seize focus and persuade consumers.

Key Words- Advertisements, Aesthetics, Perception, Visual Design

6. Elicit

AI-POWERED RESEARCH ASSISTANT - finding papers, filtering study types, automating research flow, brainstorming, summarizing and more.

The screenshot displays the Elicit web interface. At the top, there is a navigation bar with 'Elicit', 'Notebooks', and 'Library' tabs. On the right, there are buttons for 'Upgrade', 'Help', and a user profile for 'orisa@umn.ac.id'. The main content area features a search box with the placeholder text 'Find papers' and 'Ask a research question', followed by a right-pointing arrow button. Below the search box is a link to 'Extract data from PDFs'. The search results section shows a search query 'visual design campaigns to improve marketing' with a dropdown arrow on the left. Below the query, there is a 'Summary of top 4 papers' section with a 'Copy' button. The summary text reads: 'Visual design plays a crucial role in marketing campaigns, significantly impacting brand performance and consumer engagement. The Obama 2008 presidential campaign demonstrated the power of visual elements in political marketing, utilizing innovative logo design and artistic posters to generate excitement and support the campaign's brand (Seidman, 2010). Research shows that aligning visual design with brand positioning can enhance brand performance, with structured designs benefiting utilitarian brands and unstructured designs favoring hedonic brands (Affonso & Janiszewski, 2022). Effective graphic design is essential in developing advertising campaigns, with successful cases providing insights into creating impactful visual content (Болдырева & Васильева, 2024). Marketers can optimize their design strategies by considering cultural sensitivity, technological integration, and process optimization to drive consumer engagement and brand loyalty in competitive markets (Wang, 2024). These findings underscore the importance of thoughtful visual design in improving marketing outcomes across various contexts.'

6. Elicit

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The screenshot displays the Elicit web interface. The top navigation bar includes 'Elicit', 'Notebooks', 'Library', 'Upgrade', 'Help', and a user profile 'orisa@umn.'. Below the navigation, there are controls for 'Sort: Most relevant', 'Filters', and 'Export as' with an 'UPGRADE' button. The main content area is divided into two sections. The left section shows a table of search results with columns for 'Paper' and 'Abstract summary'. The right section shows a detailed view of a paper titled 'Marketing by Design: The Influence of Perceptual Structure on Brand Performance' by Felipe M. Affonso and Chris Janiszewski, published in the Journal of Marketing in 2022. A 'Manage Columns' sidebar is visible, allowing users to search for or create columns to extract specific data from the papers, with examples like 'Limitations' and 'Survival time'. The sidebar also lists 'ADD COLUMNS' such as Summary, Main findings, Methodology, Intervention, Outcome measured, and Limitations.

Paper	Abstract summary
<input type="checkbox"/> Barack Obama's 2008 Campaign for the U.S. Presidency and Visual Design S. Seidman 2010 · 16 citations · DOI	Visual design played a key role in Barack Obama's 2008 presidential campaign marketing.
<input type="checkbox"/> Marketing by Design: The Influence of Perceptual Structure on Brand Performance Felipe M. Affonso +1 Journal of Marketing 2022 · 5 citations · DOI	Visual design of marketing communications can be used to encourage inferences that support brand claims and improve brand performance.
<input type="checkbox"/> Роль графического дизайна в разработке рекламных кампаний	Graphic design plays an important role in developing effective marketing campaigns.

Manage Columns

Search or create a column
Describe what kind of data you extract
e.g. Limitations, Survival time

ADD COLUMNS

- + Summary
- + Main findings
- + Methodology
- + Intervention
- + Outcome measured
- + Limitations

Marketing by Design: The Influence of Perceptual Structure on Brand Performance

Felipe M. Affonso, Chris Janiszewski
Journal of Marketing
2022 · 5 citations · Semantic Scholar · DOI

Abstract summary
Visual design of marketing communications can be used to encourage inferences that support brand claims and improve brand performance.

Visual marketing communications consist of two components: (1) semantic content (e.g., headings, images, copy) that communicates a brand's positioning, benefits, and personality and (2) visual design (e.g., font selection, image size, the organization of the content) that encourages inferences about brand claims. The authors investigate how visual design can be used to encourage inferences that support brand claims and improve brand performance. They find that brands with a utilitarian positioning perform better when the visual design of their marketing communications encourages structured perceptions, whereas brands with a hedonic positioning perform better when the visual design of their marketing communications encourages unstructured perceptions. In both cases, (un)structured perceptions encourage inferences that reinforce brand claims and consequently, improve brand performance. This research offers actionable insights into how marketing communication specialists can coordinate logo design, product design, package design, visual merchandising, and retail environments to reinforce brand claims.

7. Scholar GPT

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The image displays two screenshots of the Scholar GPT chat interface. The left screenshot shows a user's query: "find the latest research visual design campaigns to improve marketing with year limitation of last 3 years". The right screenshot shows the AI's response, which lists three research articles:

- "The Visual Graphic Design Connotations in Environmental Awareness Campaigns for Sustainable Tourism"**
Published 2024
This study explores how graphic design can enhance environmental awareness campaigns and improve marketing efforts in tourism.
[Read PDF](#)
- "Digital Marketing Threads: Insights of Content from a Malaysian Fashion Designer"**
Published 2024
Focuses on digital marketing strategies and how visual content impacts fashion sales.
[Read PDF](#)
- "Symbolic Interaction Theory in Designing Social Media Advertisements"**
Published 2024
Discusses visual design factors in social media ads and their effect on marketing.
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IJHER International Journal of Humanities and Educational Research
ISSN: 2757-5403
Volume 6, Issue 2, April 2024

Received: 13/02/2024

Accepted: 04/03/2024

Published: 01/04/2024

THE VISUAL GRAPHIC DESIGN CONNOTATIONS IN ENVIRONMENTAL AWARENESS CAMPAIGNS FOR SUSTAINABLE TOURISM

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University of Babylon, Iraq

Mr. Ahmed Abbas MOHAMMED

University of Babylon, Iraq

Abstract:

This study aims to explore the benefit of graphic design in awareness campaigns promoting sustainable tourist destinations and to determine its contribution to the success of campaigns in terms of increasing the protection of natural and economic resources of the destination. The study applies semiotics to the field of social marketing to build a conceptual model that links graphic design of a campaign with public environmental

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Tutorial Mendeley Sitasi ke Word

<https://www.youtube.com/watch?v=7j3vyQorRq8>

Thank You

