

The Effectiveness of TV Commercial Ads on Bullying

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ABSTRACT

Bullying activities are not only occurring among school students, but also among the university students and workers too. Bullying has become a major disciplinary problem now. In order to solve this problem, the government must assign certain agencies to conduct awareness programs on the bullying symptoms to help parents and communities to deal with the issue more effectively. The purpose of this study is to deliberate upon the impacts of TV Commercial advertising on bullying to people and to identify those critical impacts which lead to behavioral disorder to people. This paper will explain on how to create effective TV Commercial ads to attract the awareness of the people by using the elements and principles of TV Commercial such as characters, storyline and cinema graphics that help the audience know the moral value of the story. To reach the purpose, the research questions are focused on people's opinion about the TV Commercial on bullying. Using this method might give the result to us about people opinion the impact of this TV Commercial ads.

Keywords: *bullying, impact, TVC, effectiveness, elements.*

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1. INTRODUCTION

Bullying has become one of types of violence that threatens a young person's wellbeing both in schools and in the neighborhoods. It may occur in many settings, such as at schools, after-school programs, or in a youth's neighborhood. Bullying activities are not only occurring among the school students, but also among the university students and the workers at the workplace.

The following research paper focuses on both bullying and TV Commercial on bullying. It provides the background information about bullying, defines the problem and it's focus, looks at the clinical and legal issues that surround both forms of bullying, and discusses the possible preventative TVC campaign programs.

2. WHAT IS BULLY?

"Bullying is defined as repeated aggression, verbal, psychological or physical, conducted by an individual or group against another." It is according to Department of Education 'Guidelines on Countering Bullying Behavior in Primary and Post-Primary Schools (Dublin: 1993). Bullying means acting on the weak on a weak person with a purpose or intent to show their strength and greatness. Indirectly, it makes the weak to adhere to or honor those who are strong. In other words, bullying means an aggressive behavior, whether in physical or psychological form which is done repeatedly over the victim and is intended to bring uncomfortable, in peaceful, and harmful feelings. (See figure 1)

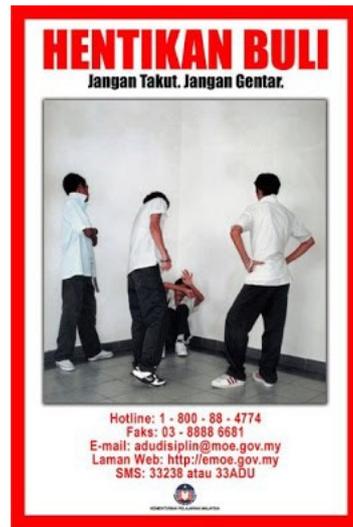


Figure 2. An example of bullies's act.

2.1 What are the causes of bullying?

The causes of bullying are due to several factors including the peer influence. Peer factors have the strongest influence on changing the student's behavior. In addition, dissatisfaction with an individual is also a factor of bullying cases. The next cause is personality disorders such as the antisocial groups who never feel guilty when making mistakes. Another factor that may play an important role is the mass media and the prints that show the action, speech, and behavior of bullying and this ends up making the acts as a role models for the teenagers.

The advancement of sophisticated digital technology contributes to the exposure of elements of violence through electronic media, storytelling on television as well as a variety of games (video, MP3 or video game arcade) of terrorism. If this exposure is left uninterrupted, it provides the widest possible space and opportunity for adolescents to participate in terrorism activities. (Dato Seri Rohani Abdul Karim, Menteri Pembangunan Wanita, Keluarga dan Masyarakat, Utusan, 2017).

In addition, the failure factor of the parents to discharging responsibility for the child is also the root of this negative symptom. In this modern era, parents are just concerned about their profession and their motivated career just to earn a living and as a result, they neglect their responsibility to their children. This reflects that the children are given less attention and lack of compassion from their parents.

2.2 What are the symptoms of being bullied?

Bullying can cause severe consequences and therefore should be treated seriously. Bullying can inhibit growth and development physically, emotionally, and cognitively. Bullying may have bad effects on an individual. Among them are, the individual will become depress, afraid to speak, isolate himself from associating with people, feeling inadequate, losing confidence and lacking self-esteem, he or she will also become trauma, losing trust in friends or lose the ability to protect and support, experiencing nightmares, frequently involving images of helplessness or being unable to escape, and so on.

2.3 What is TV Commercial?

TV commercial is a form of advertising in which goods, services, organizations, ideas and so on are promoted via the medium of television. Due to its mass reach, it can influence not only the individual's attitude, behavior, life style, exposure and other aspects but also the culture of the country. Most commercials are produced by an outside ad agency, and an airtime is purchased from a channel or network or in exchange for sponsorship of its programmers. To get attention fosters the awareness that is the first rung of the advertising action hierarchy. It is also very critical to creating sales of an advertised product.

2.4 Problems of TVC on Bullying (Campaign 2017)

Bullying issue among teenagers and workers are becoming increasingly common. It can make someone feels hurt, scared, sick, lonely, embarrassed and sad. The doers are actually looking for attention. They might think that bullying is a way to be popular or to get what they want. Sometimes the doers know that what they are doing or saying hurt other people. But others may not really know how hurtful their actions can be. Most of them do not understand or care about the feelings of others. This situation has brought concern to all concerned parties especially parents. Yet, many people are still not aware of the dangers of bullying violence.

The campaign about bullying actually is not good enough. Although the Ministry of Education has organized the programmed every year, but the issue of bullying still cannot be handled. Their advertisement in mass media also people do not aware. It's like, when people looking the poster, they like do not have feeling.

The TV Commercials about bullying that have been on air especially in 2017 seemed to be less effective in giving public awareness. Referring to the latest anti-bullying campaign in the television as a source of discussion, there are some weaknesses found in this campaign or advertisement. In an attempt to giving an effective advertisement to create awareness among the audience, some critical aspects should be given attention. In terms of delivery techniques; the characters of the doer and the victim and their body language play important roles especially their emotion and facial expressions. In this latest campaign aired in the television, the facial expression of the doers are not really shown or expressed. The audience can have the interpretation that the characters are not really serious. (See figure 2.4(1)).



Figure 2.4 (1) Examples from a bullying campaign in television.

Moreover, the message does not reach the viewers. At the end of the video, it shows a popular artist comes into action. As a result, the focus of the audience has been diverted to the artist and we can assume that 50% of the audience are not aware of the story line of this video. As a matter of fact, the character actually represents a person who tries to act as a doer of bullying instead of protecting or preventing the action. (See figure 2.4(2)).



Figure 2.4 (2) Example of character protection

2.5 Does TV Commercial still relevant for bullying campaign?

Whether TV Commercial still relevant for bullying campaign is actually depends on its objectives. Still, we have not seen the value of a TV ad for a while. For the past several years, it has become a popular opinion that TV advertising, like a lot of other traditional forms of advertising such as Digital Billboard Advertising, Radio Advertising and other forms of print advertising, such as Newspapers and Magazines are on their way to being extinct. However, TV is redefining its importance to audiences and advertisers with massive reach and familiarity as a trustful source to obtain information, news, and entertainment. TV is still by far the most effective advertising medium. Besides that, one of the opportunities to reach out to the target market is advertising through broadcast media, it can either be through television, radio or internet (Wells, Burnett and Moriarty 2003). These media transmit sound and image electronically and gives the advertisement message a deeper feeling mainly because of the moment, sound and picture.

Advertisement in the TV industry can be broadcast in the public television, cable or subscription and local television (Wells et al 2003). It is depending on what type of broadcast that is used. There are different forms of television advertisement that can be implemented such as sponsorship, participation or sport announcement. The successful strategy targeting is to children because they spend 24 hours per week in front of the TV (Oser 2005).

In addition, when children reach the age of 8 years, their awareness to advertising gets refined, they tend to assess the messages in true perspective and are capable of responding to commercial advertisement in an established and informed approach (John, 1999). When the children are between age group of 8 to 12 years, they develop the ability to recall and make valuable use of the information stored in their memory, although this skill is not formed entirely until now. Evidence of the effectiveness of these attempts to lower the total influence of TV advertising on the child is somewhat mixed, but most studies find no or rather small effects of parental concern (Adler et al., 2004).

Single advertisement may marginally affect the Brand preferences. However, repeated exposure of the commercial may create a strong desire for the advertised products, as compared to competitive products (Robertson & Rossiter, 1979). Besides that, the major objective of the advertisement is to promote products and its features. But, if it is perceived differently, it may have broader sociological influence (Barron et al, 1989).

2.6 How to create an Effective of TVC

The most effective TV commercials are created in such a way that the audience remember not only the ad, but also the brand and the message behind the ad. TV commercials must spark a connection with the brand or program and the audience. Without that connection, the brand and the program likely would not be remembered, even if the people remember the commercial itself. A memorable commercial does not equal an effective commercial. Below have some of the tips for creating an effective TV Commercial.

1) Represent the Campaign Clearly

Using both verbal and visual cues, brand or program name, logo and perhaps even the product itself should be conveyed throughout the commercial. Do not be secretive and wait until the end of the ad to show the brand or program face. But do be tasteful about it.

2) Create a Storyline

The best commercial does not just sell a product or service; it tells a story. Whether it is a heartfelt story, or a dose of humor or satire, create a storyline to which your audience can relate and connect.

3) Develop a Signature Character or Theme

Effective TV Commercials are not simply one-off ads. Instead, they are a series of ads that carry the same them or characters throughout. These characters or theme will fortify the audience's connection with the brand or campaign.

4) Keep it Simple

It takes 30 to 60 seconds to get the message across and form a connection with audience. Keep the overall concept and storyline of commercial simple.

5) Do not Cut Corners

Quality is an essential element of an effective TV ad. Quality does not necessarily mean having to empty pockets on the production of one ad. Utilize a professional film production team to ensure the quality of commercial.

3. METHODOLOGY

This study is based on a survey. The survey tool used is the quantitative research approach. It focuses on understanding and people's opinion on TVC bullying campaign 2017. The data collection tools used for this quantitative research are surveys and experiments. Experiments can provide specific results regarding the cause-and-effect relationship of several independent or interdependent factors related to a particular problem.

4. FINDINGS

The findings in this case study are presented from the overall findings taken from the answers of the research questions. Each research question is reviewed and produce the findings from the data collection and this leads to specific conclusion.

4.1 The percentage of audience who have seen ads about bullying on any posts.

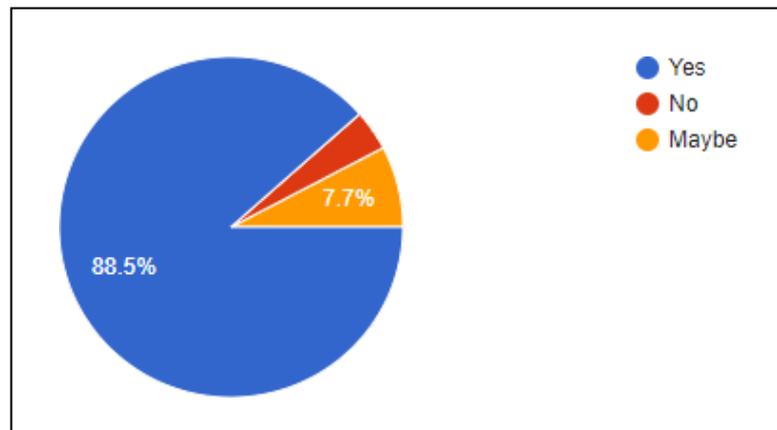


Figure 4.1 The percentage of audience who have seen ads about bullying on any posts.

Figure 4.1 presents the percentages of people who have seen ads about bullying in any posts categories. 88.5% from them are supposedly have seen the ads about bullying. This means bullying campaigns are widely implemented, but the number of cases of bullying is still not decreasing.

4.2 Percentages of what people think about the video?

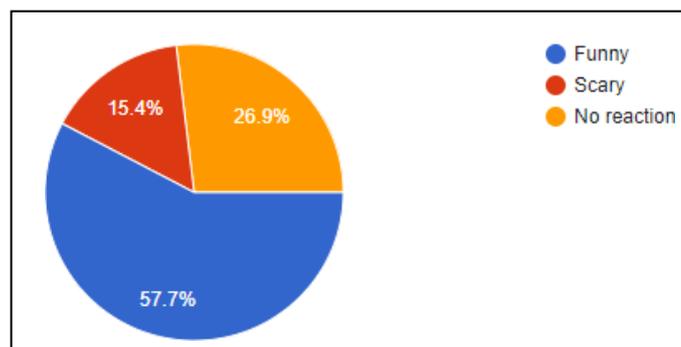


Figure 4.2 What do you think about this video?

The chart in Figure 4.2 presents the findings from the survey on the categories of the video. They are asked to categorize the video that they have watched in any form of media. 57.7% of the respondents feel that the video is funny while 15.4% respondents think that it is scary. Thus, 26.9% of the respondents do not find the video to be scary nor funny. This means that the bullying campaigns are widely implemented but the number of cases of bullying has yet to decrease.

4.3 Percentages of question does this video on bullying campaign interesting?

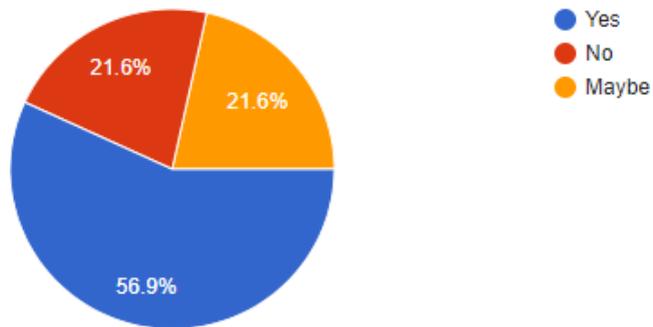


Figure 4.3 Does this video on bullying campaign interesting?

The above pie chart (figure 4.3) shows the findings of whether the respondents find the video to be interesting or not. 56.9% of the respondents find the video to be interesting while 21.6% of them find it not interesting. Related to the findings of the categorization of the video whereby 57.7% of the respondents find it to be funny, it can be said that it is the reason why respondents feel it is interesting. The video has actually presented a good issue that is bullying. However, it was not well enough developed so that the message can be well delivered to the audience.

4.4 Percentages of question do you think children under 15 years old will understand the content of this video?

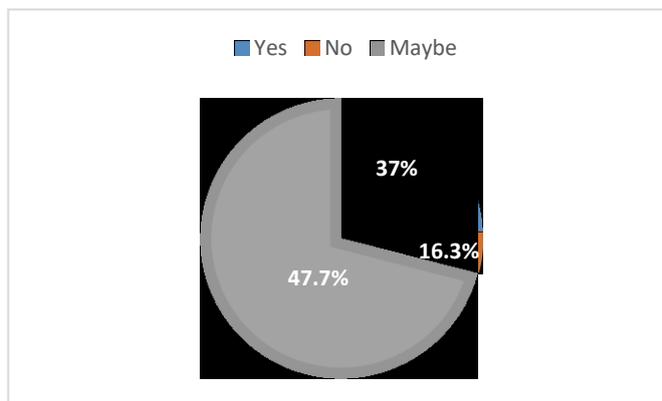


Figure 4.4 Do you think children under 15 years old will understand the content of this video?

The pie chart in figure 4.4 shows the respondents point of view on the children's understanding of the video's content or message. 47.7% of the respondents are not sure whether the children understand the content of this video or not. 37% of the respondents' response that the children understand the video and another 16.3% respondents feel that the children do not get the message. Generally, it can be said that some children under 15 years old might not understand what the message is and need to be guided when watching this type of ads.

4.5 Percentages of question do you think using TV Commercial for bullying campaign can make this campaign successful?

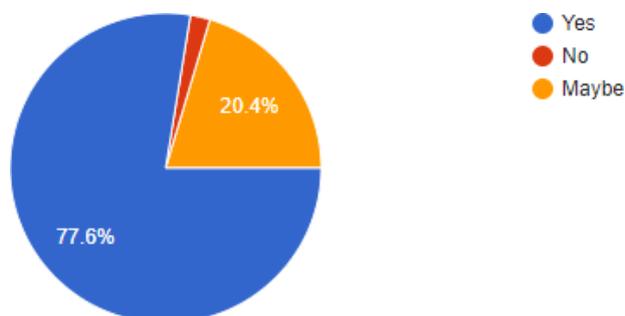


Figure 4.5 Do you think using TV Commercial for bullying campaign can make this campaign successful?

Figure 4.5 shows the findings on the opinion of the respondents if this TV Commercial can contribute to the success of this campaign. 77.6% of the respondents agree that the TV Commercial for bullying campaign can help this campaign to be a successful campaign against bullying. Thus, 20.4% of them do not have a definite the answer. This means that this campaign is actually a successful one. Hence, to make a TV Commercial a successful one, it is important for the ads to have a good story line, an impressive acting and a good message to deliver to the public.

5. CONCLUSION

As the conclusion, overall findings of the whole data have already been recorded. Even though many have seen the advertisements about bullying, yet the awareness of how dangerous bullying is; cannot be nurtured in themselves. This is because advertisements such as in TVC, media prints and in other forms of medium have not been able to attract their attention. The technical errors and the way the ads were produced have shown that the message was actually not delivered to them. Many people agree that using TV Commercial for campaign bully can will make this campaign successful. But, need to remember. To produce a successful TV commercial ad; it is necessary to fulfil all the required conditions such as the presentation of the storyline, the characters, the angular angle and all the fundamental elements that can raise the mood of people when watching it.

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