

Response *Santri Putri*¹ Assalam¹ Solo for TV Commercial Fashion Products

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Abstract Assalam is one of Islamic Boarding School at Solo, Indonesia. *Santri Putri* Assalam as student of the school, like youth like female as other youth in their age, have interest on fashion product. Different with youth that learned in normal school, santri putri Assalam have the rules about all of their life in Islam ways, included fashion. As an agent of dakwah, they must learning how to choice fashion as like their rules, but as a youth they want to use stylish products, the trending fashions nowadays. They have example for the fashion from TV commercial. This article describe about response the student for TV commercial fashion products by AIDA method. The result from analyze are: 1) creativity from TV commercial fashion products successful to delivering Santri Putri Assalam by persuasive words contents and the stunning idea, 2) impact of TV commercial fashion products for Santri Putri Assalam not different with youth in general education.

Keywords response, *santri putri* Assalam, TV commercial, fashion products.

1. Introduction

Islamic boarding school is a community based education, that is considered very independent from the dependence on the government, almost all owned by society and private status. According to the Journal of the Society of Indonesia No. 34 edition 2, 2008 the number of this community is reaching 14 thousand with active Islamic students as much as about 8 million, We can imagine the number of alumni from this institution since years ago.

Assalam is one of Islamic boarding school located in Solo, Indonesia. As part of the boarding school, Assalam has an important role to Islamize Indonesian Muslims. Education applied to *Santri Putri*¹ and *Santri Putra*² is expected able to form agent to preach, but from industry side, *santri* is loyal and obedient market target (Sulthon, 2006).

Despite having these responsibilities, *Santri Putri* are psychologically as well as a teenager who has the same character as teenagers in general. Even from the marketing side of industrial products, adolescents are an easily influenced market share, "submissive" and very loyal (Erika, 2006). This target market will be influenced in such a way through various things, and one of them is TV commercial.

Nowadays, many TV commercials that offer a variety of fashion products that are different, even contrary to the fashion suggestion of the rules of the boarding school. This study describes response *Santri Putri* Assalam Solo to TV commercial of fashion products, through qualitative

method with AIDA theory. The dilemma of *Santri Putri* to comply with the suggestion of Islamic dress (from boarding school) or follow trending fashion, is complicated. On the one side should be appropriate *syar'i*³, on the other side there is a desire to style as teenagers in general.

Why this problem should be understood, should be researched? This issue is important, the student are expected to become independent and become agents of development through their *da'wah* (Nata, 2001: 13).



Figure 1. Ahmad Adib in front of Assalam Islamic Boarding School

2. Main Body

This research is a qualitative study, a type of study whose findings are not only obtained through statistical procedures or various other forms of calculation (Strauss & Corbin, 2003; Miles & Huberman, 1992; Bogdan & Biklen, 1982). Data collection techniques used

¹ female student of Islamic boarding school

² male student of Islamic boarding school

³ According to Islamic rules.

literature and respondents, where researchers interviewed with indept interview techniques. Based on the answers from the students and the teacher of Assalam, data then analyzed using AIDA theory.

TV Commercial Fashion Product

The TV commercial fashion product in this research are commercials aired on private television stations in Indonesia with commercial orientation excluding public service advertising.

Commercial television advertising has a very dominant role as a commercial institution supporting the main idea of capitalism, and in Indonesia it is still a debate between the pro and contra (Hidayati, 1998). However, it should be recognized as a source of media turnover of the media industry in general. AC Nielsen Company (December, 2009) reported that television-specific advertising spending exceeded Rp 29 trillion, 59% of the total media of Rp 50 trillion. The rest, 41% consists of print commercial (magazines, tabloids, posters, brochures, panflets, stickers), outdoor media (billboards, banners, archigrapic, neon sign), media events, film media, internet and latest media.

Even commercial television commercials are often considered successful in influencing people, especially teenagers (including *Santri Putri Assalam*) in order to change the consumption pattern as expected (Budiasih, 2007). This is where people increasingly have no filter on TV commercial freedom that continues to grow indefinitely. And fashion is popular in grils zone, not follow the trending fashion is meaning not cool.

TV commercial fashion product is not only Indonesian version but also the Western version, so far the development of the world of trending fashion in Indonesia is still dominated by Western fashion, seen from the popular branded: *Zara* (Spain), *H&M* (Swedia), *Polo*, *Next* (England), *GAP* (USA), *Guess* (USA), *Lacoste* (France), *Levi's* (San Fransisco), *Wakai* (Spain), *Uniqlo* (Japan), *Vans* (USA), *Nevada* (USA), and others.



Figure 2. *Zara* brand as one of popular brand in Indonesia.

The phenomenon seems to be a cliché issue, regardless of the majority of Indonesians as Muslims, the harmony of television spaces in homes, cramming our generation to a value that is clearly at odds with the value it should hold. Worse yet, Muslims are generally getting more permissive towards the variety of fashion television commercials with styles that are sometimes very much at odds with Islamic dress customs. These types of

commercial are often present in various religious events such as religious soap operas and recitation.

Position of TV Commercial Fashion Product for *Santri Putri Assalam*

In Islamic teachings the position and role of adolescent, including *Santri Putri Assalam*, is very important, even if a man has entered this phase, on the Day of Resurrection he will be given a special question. According to the hadith of Imam At-Tarmidhi, from Abdullah bin Mas'ud that Rasulullah SAW said: (Al-Mabtuly, 1995).

"The day of the apocalypse, the feet of a son of man will not slip (to heaven or hell) from his Rabb's side, until five things are asked of him: what he spends in his age, of his youth for what he uses, of Where he has obtained and for what he spends and knowledge for what he uses." (HR At-Tarmidhi).

Following trending fashion is one of the things that should be shunned by *Santri Putri*. This is regarded as unimportant, youth should be used to gain as much knowledge as possible and begin to be useful to society, in the smallest way. When *Santri Putri* choice to follow or buy a product from TV commercial Fashion Product, from *syar'i* side is clear a wrong choice. And meaning too, not apply their studied in real life.



Figure 3. *Santri Putri Assalam* after class.

AIDA method: Response *Santri Putri Assalam* for TV Commercial Fashion Product

Western Pres has a global network using state-of-the-art capital-intensive technology, hiring satellite transponders for 24 hours, and has hundreds of correspondents spread evenly around the world (Blument, 2006). So it can be understood that there are concerns arising from the transparency of the global world and the ease of gaining access to western media in developing countries (Hquland, 2007). Many of the commercial that appear on television are lately not just irrational, sometimes tend to fool people. Many commercials have quietly changed the values, perceptions and considerations of society (Husna Zahir, 2004).

Indonesian television commercials are not only made up of fashion advertisements, but Indonesia is the country where the stage of television advertising is the most solid in the world. That is, among the world population, the people of Indonesia is a lot more crowded television commercials. Nielsen (2005) shows that on average Indonesian people watch TV commercials as

much as 652 commercial per week, even the public is presented more commercials than that figure, which is 1200 television commercials per week. The number exceeds the world's television ad density, which consumes 561 television per week. So a television viewer at home absorbs more than double the average that the world population absorbs.

Here, the Islamic boarding school cultural function becomes a spiritual oasis, a spiritual testimony amidst the modern world. Assalam must have the ability to become a bastion of values in the face of the modernitas for authentic values. In other words, Assalam may play an important role as a spiritual movement by empowering the elements of Sufism or Sufism creatively. Until, by empowering socio-cultural functions equally, the embodiment of boarding school will educate people with an integral education (Slamet and Siregar, 2004).

Fortress against the influence of TV commercial fashion products is the rule of watching television that should only be done during holidays, watched together and accompanied by teachers. It's just very *Santri Putri* can surreptitiously watch TV through TV tuner in computer and TV phone in each room. In general, Pattern of fellow student interaction in Assalam, when formal and not formal activity is very rigid as if supervised by *kyai*⁴. There is almost no interaction with the surrounding community because the complex is very wide with a high fence which, when out of the location must report to security officers.



Figure 4. *Santri Putri* Assalam watching TV

Associated with the attitude of *Santri Putri* in consuming television commercial, the more often the watch will be increasingly affected. Indeed in the cottage is very restricted, but the possibility of watching in secret is very great. Moreover, coupled with the fact that the students are very free to consume television at home.

The psychological elements and communication approach of television commercials have influenced the lifestyle of *Santri Putri* Assalam through the AIDA theory of attention, interest/dessire and action.

“Successful brand building among children can carry over into adulthood” (Center for Media Education, 2002). That is, the formation of a victorious brand among children will continue to be brought into adulthood (Center for Media Education, 2002).

⁴ Male teacher

“Not only are children exposed to more commercial hype in their daily lives, but also they are more likely to be surrounded by irrational sources of influence at earlier ages. In addition to spending less time with parents and more time with peers” (Dotson and Hyatt, 1994).

Not only are children more exposed to commercial advertising in their daily lives, but also they are more likely to be surrounded by irrational sources at their early ages. In addition to shortening less time with their parents compared with their peers (Dotson and Hyat, 1994).

In accordance with the opinion of Lee and Johnson (2007) that life like anything, inevitably, likes to dislike everyone can't escape the presence of a commercial, its influence without compromise able to break through private rooms.

A television commercial brings an industry mission to increase sales figures, so it will appear on a variety of media choices. Since television commercial have a separate place for *Santri Putri* Assalam it has been according to Sutherland's review:

“The commercials occupies a separate place. His supporters claim that he has extraordinary powers and the most trustworthy critics believe him (Sutherland, 2005)”

AIDA is often also paired with the formulation of “think feel do”, from the "know" stage to the "feel" stage and finally to the "do" stage. *Santri Putri* watching television commercial fashion product, they got info, the brain memories that, then, their hearts are affected or moved, and then act, buying and using the fashion product. The target audience that understands this is called is at the stage of the think because it concerns the info in his mind. This stage is feel. And when she actually bought the fashion product, she completed the cycle of think-feel-do.

Table 1. AIDA concept

| | AIDA | Communication |
|-----|------------------------|---|
| I | Attention or awareness | Expose Received brain Reaction introduction |
| II | Interest Desire | Attitude Want to buy, starting choice the item of fashion product |
| III | Action | Behavior Buying, using |

Source: Hackley (2005)

Commercial as between the means of communication and as a basis of promotion aims to encourage the target market to want to become a buyer or even a loyal customer. But that goal is broken into fragments as stepping stones. It is unlikely that the people who are the target of retail marketing just suddenly become buyers. There is a stage before they actually buying the fashion product, usually, they buy imitations products.

The mindset about how to determine the choice on brands of consumer goods, they like branded brands just not buying the original buy, eventually many who buy imitations mainly fashion products. Of course caused by they still student and don't have enough money. Type of *Santri Putri* finance very restricted.

The patterns and reasons of *Santri Putri Assalam* about why, how, and where to buy consumer goods are they choose in the super market or mall because: prestigious, comfortable and enjoyable recreation. Exactly what the marketers expect from the consumer products industry.

3. Conclusion

By AIDA concept: attention, interest-desire and action, TV commercial fashion products step by step impact on *Santri Putri Assalam*. Psychology elements and communication approach have success to influence the student. Technical elements include the story from the TV commercial slowly settles in their mind. From analysis concluded: 1) creativity from TV commercial fashion products successful to delivering *Santri Putri Assalam* by persuasive words contents and the stunning idea, 2) impact of TV commercial fashion products for *Santri Putri Assalam* not different with youth in general education.

ACKNOWLEDGEMENT(S)

Master of Assalam Islamic Boarding School.
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