ANALYSIS OF GARUDA INDONESIA'S PERSUASIVE COMMUNICATION USING AIRCRAFT LIVERY WITH MASK VIA INSTAGRAM

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Abstract: This study aims to describe how the analysis of persuasive communication carried out by Garuda Indonesia through the launch of a masked aircraft livery aims to persuade the public to comply with health protocols by using masks. In analyzing the researchers combined the six elements of a persuasion strategy according to Dr. Robert B. Cialdini with the AIDA formula using a qualitative approach and descriptive content analysis research method. The researcher made observations on Garuda Indonesia's Instagram on October 1, 2020 and was strengthened by the results of interviews with two external sources. The results of this study explain that of the six persuasion strategies proposed by Cialdini, Garuda Indonesia has a tendency not to use the Reciprocation strategy in uploaded messages, and to strengthen the delivery of these messages, the AIDA formula has been combined in this study which results in these messages having an effect on generating Attention, Interest, Desire, and Action to encourage followers using masks.

Keywords: Persuasive Message Strategy, AIDA, Instagram

1. Introduction

On May 26 2020, the corona virus (COVID-19) had infected 5,623,503 people with a death toll of 348,760 and a total of 2,393,551 patients who recovered and infected 213 countries (Nuraini, 2020). In Indonesia, the spread of this virus was first discovered on March 2 2020, which was conveyed directly by President Joko Widodo and has infected 23,615 people with 1,418 deaths and 5,877 recovered patients. (Covid.go.id, nd).

The government has made various efforts to break the chain of spread of this virus, including issuing a PP. Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating Handling of COVID-19 which has resulted in limited community activities, including emphasizing that the community should postpone gatherings of large numbers of people (Gitiyarko, 2020).

In the circular letter of the Director General of Public Health Number HK.02.02/I/385/2020 TAHUN 2020 concerning the Use of Masks and Provision of Facilities for Hand Washing with Soap (CTPS) to Prevent Transmission of Corova Virus Disease 19 (COVID-19) issued by the Government as an action The solution to effectively suppress the spread of the virus, one of the policies is to carry out massive socialization and communication about the use of masks to the public, both directly and indirectly, with key messages including mandatory use of masks for everyone when outside the home (Kemenkes.go. id, 2020).

Communication in general can be concluded as "the process of conveying a message by someone to another person to inform or change attitudes, opinions or behavior, either directly verbally or indirectly through the media." When viewed from its purpose, communication can be informative and also persuasive. Persuasive communication is more complicated than informative communication because the goal must be "to change the attitudes, opinions, or behavior of one or a number of people." (Effendy, 1986, p. 6).

Like communication in general, persuasive communication also has elements, namely source, message, channel and target audience. In this research, it is the elements of the persuasive message that are studied. A persuasive message is the content conveyed when communicating. However, what differentiates it from ordinary communication messages is its aim to persuade the target audience (Ritonga, 2005, p.4).

To be able to convey a persuasive message efficiently, appropriate processing and delivery methods are needed. Persuasive communication and the principles of persuasive message processing can also be applied in mass communication. When applied to mass communication, the elements of persuasive communication are media institutions as sources, media products as messages, mass media as channels, and the masses as target audiences. Mass media are essentially "tools in communication that can spread messages simultaneously and quickly to a wide and heterogeneous audience." Based on the spread of the message and the impact on the audience, it can be seen that mass media has a function and carries it out (Nurudin, 2007, p. 9).

This was implemented by Garuda Indonesia by launching the first masked aircraft livery in Indonesia. As a national aviation company that has been established for 72 years, Garuda Indonesia always strives to bring innovation and new breakthroughs in the services it provides. The innovation of masked aircraft livery not only aims to improve service quality and comfort for customers, but has become part of Garuda Indonesia's commitment to support the government's efforts to prevent and spread COVID-19. Garuda Indonesia revealed that the campaign is in line with the company's commitment and seriousness to prioritize passenger safety and comfort when adapting to new habits, especially to ensure that all health protocols are implemented optimally and consistently (Setiawan, 2020).

In an effort to support the government's program in the #Let'sWearMasker Movement campaign, Garuda Indonesia on October 1 2020 uploaded on its Instagram account the launch of an Airbus A330-900 Neo aircraft using masks. With this movement, it is hoped that the whole community will contribute and commit to always wearing masks wherever they go. Healthy Indonesia. Information in the form of a video of an airplane wearing a mask in content shared via Garuda Indonesia's Instagram invites consumer awareness to use masks as an effort to break the chain of spread of COVID-19. (Garuda Indonesia, 2020).

Campaign activities are always attached to persuasive communication. Persuasive communication activities in campaigns have the aspect of creating a blank space in the minds of the audience regarding an idea or idea, carried out in various stages such as attracting the attention of the audience, the theme or issue of the campaign being intensified, motivating them to act and requiring the participation of the target audience to take action effectively. real. (Pfau & Parrot, 2013).

Persuasion in a campaign is very necessary in achieving campaign goals so that the target audience can follow what is shown by the communicator. Garuda Indonesia, through the #Let'sWearMasker campaign on Instagram, invites people to comply with health protocols so that there are no more victims of COVID-19. Therefore, effective and appropriate persuasion efforts that take into account the intended targets are needed to achieve the desired changes. (Sirait, 2018).

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As technology develops, currently making persuasion strategies carried out by companies has new demands for making strategies in accordance with current developments. Persuasion strategies today no longer only utilize results from traditional media in the past. Persuasion is a verbal art that aims to convince someone to do something desired by the speaker (written, printed, electronic) now and in the future. (Gorys Keraf, 2006).

With current technological developments, people are starting to have their own way of receiving messages. With the internet, persuasion activities can be carried out through social media. The internet is a marketing communications tool that allows its users to exchange value. Through the presence of social media on the internet, information can be achieved that can be spread widely and quickly. In other words, persuading a message via social media is an effective and efficient way (Suwatno, 2017, p.103).

In persuading through social media, companies must create content that is interesting and appropriate to the message they want to convey. Creativity and innovation are also needed in conveying persuasion. Today's social media can reflect the character of its users. It is not uncommon for social media to be used as a forum for conveying persuasive messages (Nasrullah, 2015).

Rohmadi said that by utilizing social media , companies or individuals can carry out persuasion, namely communicating their own invitation, conveying what they want to convey so that it is followed by the general public. Thus, social media users need to display a good image so that the messages conveyed are considered positive and liked, so that the messages conveyed on their social media accounts are widely followed and become role models (2016, p.5).

Based on survey results from We Are Social in January 2021, it shows that Instagram is ranked third in the category of number of uses of social media platforms in Indonesia with a total of 86.6% or 85 million users. This shows that Instagram is one of the currently popular social media in Indonesia (We Are Social, nd).

The social media that is often used by companies in conveying messages is Instagram. Instagram is one of the social media that is highly targeted for conveying a company message. The concept of social networking with 'follow', 'like' and 'comment' provides interaction between companies and customers making it increasingly popular. Instagram as a medium that can be used by various groups has provided several simple processing features that can produce videos and photos with interesting nuances, so that even those who do not have digital knowledge and experience can use it (Bambang, 2012, p. 21).

Persuasion activities via social media Instagram have been carried out by Garuda Indonesia. This company has previously carried out persuasion through the "Implementation of the Earth Hour Campaign". This is a form of Garuda Indonesia's concern for preserving nature and the environment, as well as a manifestation of its commitment to reducing the impact of climate change. Garuda Indonesia participates in maintaining environmental sustainability and efforts to save the earth from the dangers of global warming. In its persuasion, Garuda Indonesia recorded the achievement of saving electrical power in the company environment and employee residences. Garuda Indonesia, in its persuasion activities, supports all the campaigns it is carrying out and also holds interesting competitions that can be participated in by its service users (Garuda Indonesia, nd).

Currently, Garuda Indonesia's Instagram has 1,1000,000 million followers who display images and videos of company activities. In 2020, Garuda Indonesia launched a special livery that displays a visual mask on the front (nose) of the Airbus A330-900 Neo aircraft, which is the first aircraft mask livery in Indonesia. The launch of this aircraft mask livery is part of Garuda Indonesia's support for the government's education program through the "Let's Wear Masks" movement (Setiawan, 2020).

Based on this background, this research was conducted to understand the reception of persuasive communication received by Garuda Indonesia Instagram followers in fulfilling the company's goal of increasing service users' awareness of health protocols by always wearing masks during the COVID-19 pandemic. The problem formulation of this research is how is the reception of Garuda Indonesia's persuasive communication using Masked Aircraft Livery via Instagram?

2. Literature Review

Communication is a social process in which individuals use symbols to construct and interpret meaning in their environment. Communication is also dynamic, complex and changing. With a view like this, it can be said that communication is a dynamic of meaning making (West & Turner, 2010, p.5).

According to Harold D. Lasswell, communication is who says what in which channel to whom with what effect (communication is who says what through a channel to whom and what effect). The communication process occurs when someone says or conveys something (message) through media or delivery channels (messages) to other people and the delivery of the message gives rise to certain consequences (Ishaq, 2017, p.119).

Public Relations is a leadership and management function that helps achieve the goals of an organization. Public relations practitioners communicate with all relevant internal and external communities to develop positive relationships and create consistency between organizational goals and community expectations. They also develop, implement and evaluate organizational programs that promote the exchange of influence and understanding among the organization's constituents and society. (Lattimore, Baskin, Heiman, & Toth, 2010, p. 4).

According to PR in the Aviation Industry, public relations in the aviation industry is managing the dissemination of various information to other people and allowing positive effects to occur on their products and/services. The function of public relations in this industry is to help company customers build media awareness, company profile and reputation among audiences with the aim of creating mutual understanding and acceptance through two-way communication. (Aviation Industry PR, nd)

Persuasive communication is a conscious effort made by an individual or group to then change the attitudes, beliefs, or even behavior of the individual or group through the transmission of the messages to be conveyed. (Bettinghaus & Cody in Perloff, 2010, p. 12).

Persuasion is human communication created to influence other people by modifying their beliefs, values, or behavior. (Simons, 1976, p. 21). As stated by Keraf, persuasion is a verbal art that aims to convince someone to do something that the speaker wants. (2017, p. 118).

There are six principles of persuasion according to Robert B. Cialdini (2009). These principles are important to support successful persuasion: Reciprocation, Commitment & Consistency, Social Proof, Liking, Authority, and Scarcity.

There are three effects of media in the form of responses. Steven M. Chaffee stated that a communication activity that is expected to have results or after communication is called an effect. A communication activity provides changing effects within the audience in the form of communication responses to messages generated by the communicator. These effects are divided into three parts, namely cognitive, affective and behavioral. (Ardianto, 2004. p. 49-50) including: Cognitive Attachment, Affective Attachment, and Behavioral Attachment.

According to Rohmadi, social media, according to its definition, is media that allows users to socialize and interact with each other, share information and establish communication. (2016, p. 1). Sulianta concluded that social media has now been able to create and translate new ways of communicating with technology that is completely different from traditional social media.

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(2015, p. 6). Puntoadi said that Web 2.0-based social media is a website-based feature that can form networks and allow people to interact in a community. (2011, p. 1).

Atmoko said Instagram is an application for sharing photos between one member and other members from various parts of the world. Atmoko explained that Instagram comes from the word "instant" or "insta" because the Polaroid camera, which was previously called "instant photo", also displays photos instantly in its display. (2012, p. 8). Instagram resembles a giant digital gallery where anyone can see the work of other Instagram users and become friends. Through Instagram we can upload photos, videos and share them directly with other people via the internet. (Enterprise, 2012, p. 2).

3. Method

The method chosen by researchers for this research is a qualitative method, Bogdan and Taylor said that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior (Margono, 2005, p. 36) . The data collection technique used in this research uses experienced conditions techniques, primary data sources and more on balanced observation techniques, in-depth interviews and documentation (Ghory & Almanshur, 2012).

4. Result and Discussion

Through discussing the findings, the research is related to Robert B. Cialdini's persuasion strategy and also the AIDA formula, conclusions can be drawn regarding the upload on October 2020 on the company's Instagram social media, in order to convey a persuasive message to followers and attract attention in general in accordance with the strategy concept persuasion on social media. In this content, the company conveys messages through social media with a very important connection to social media through 6 existing persuasion strategies such as Reciprocation, Commitment & Consistency, Liking, Social Proof, Authority, and Scarcity in order to find posts that can provide continuous persuasion on social media. corporate media.

Regarding the Reciprocation element, there is a tendency for Garuda Indonesia to have no response from the 866 comments given by followers on its social media. There are many positive comments given by followers, but the element of Reciprocation (reciprocal relationship) is not implemented by Garuda Indonesia, this is very unfortunate in the era of digital progress. That one way that is quite effective in maintaining reciprocal relationships is by responding to comments with a predetermined SOP. It is hoped that the existence of a reciprocal relationship will enable persuasive communication to be carried out easily because they have a close relationship with the followers.

The Commitment and Consistency element can provide a process carried out by the company to prepare the aircraft to use a livery mask. This creates consistency in what is being fought for as well as emotional support as an impact of persuasion on followers who see the great contribution of one thing that is highly valued during the Covid-19 pandemic. Based on the message in the Garuda Indonesia Instagram caption, it shows that an initial commitment is needed and then consistency emerges. People are struggling to be consistent in their commitment. They also prefer to adhere to and follow their pre-existing attitudes, values, and actions. (Cialdini, 2009, p. 43)

In the next stage, Garuda Indonesia provides a message of persuasion by showing Social Proof of the action of the message. This is shown by the actions taken by its followers after seeing the message conveyed by Garuda Indonesia to comply with health protocols by wearing masks. This is in line with what Cialdini said that people will do the same thing if they see other people doing it too.

The element of liking or liking to participate in the principle of persuasive communication is that followers will like it when informants provide information that is very useful for followers. It was also found that Garuda Indonesia's social media directly included an element of authority in influencing its followers, because they realized that this relationship had built trust between Garuda Indonesia itself and its service users and followers. The words of a figure who is considered to have authority will be easily accepted without questions or doubts. Therefore, the opinion of someone in authority towards the target can be the key to successful persuasion techniques. (Cialdini, 2009).

Authority is a principle that can influence other people if influenced by parties who have important authority in conveying the message. In this research, Garuda Indonesia directly presents company leaders to influence followers about what they want to convey their messages on social media. This element appears in the video uploaded on October 1 2020 at minutes 1:03 – 1:10 minutes delivered by the Main Director of Garuda Indonesia, Irfan Setiawan, in this case the researcher concludes that the element of Authority has successfully appeared in the persuasion message conveyed.

The next stage of persuasion in Scarcity is explained in the picture of a plane with a mask, this of course creates an element of scarcity, because in Indonesia airlines that use livery masks to carry passengers with a new mask design were introduced by Garuda Indonesia, apart from that, support and views on how to convey the message with the design The mask shows this persuasive message as an understanding of creative ways of conveying aspirations during the current pandemic.

Respondents who receive messages through the six elements of persuasion strategy must get maximum results. In accordance with the AIDA concept, the level of attention can develop to become action. The message in persuasion is carried out using the AIDA formula: Attention, Interest, Desire, and Action. Everything that is linked to research on Garuda Indonesia's Instagram dated October 1 2020 with the aim of persuasion to create Attention, this also refers to Barker et al. (2013, p.3), that social media is the most appropriate way nowadays to get attention and become popular on its own. This is because of the company's support by liverying aircraft with masks, namely using masks to comply with health protocols and participate in suppressing the spread of COVID-19. With this, the target is followers who display positive value towards the activities carried out by the company.

To relate to the AIDA formula, in this research persuasion messages can be grouped based on the creation of Interest levels, Instagram uploads to companies are videos explaining the product and providing introductions and education about the health and effectiveness of followers as shown by data that there were 478,076 views and there were 866 comments on the company's post. This post shows that there is interest in the visual form of displays that are relevant in the pandemic conditions in Indonesia, and non-visuals appear because the aircraft livery with masks shows that the company as an airline really supports the government's program in enforcing health protocols in the form of #Let's Wear a Mask when traveling. pandemic situation.

In the research formula using the AIDA formula, this persuasion is based on observations of posts on the company's Instagram on October 1 2020 about the aircraft program with a livery design wearing a mask and is strengthened by the results of the interview by raising Desire desires, this is because the design is unique and the first time there is in Indonesia. The posts on social media are effective in generating followers' desire to use Garuda Indonesia as an airline fleet used during the COVID-19 pandemic.

At the Action stage, the goal of persuasion is to determine whether followers will take action or not. From the results of the interviews that have been conducted, it was found that the two sources took action by wearing masks in all their activities.

5. Conclusions

Based on the results of research conducted by observing the upload on October 1 2020 and reinforced by the results of interviews with two Garuda Indonesia Instagram followers , it shows that of the six elements of persuasion strategy, only five strategies are used, namely; Commitment & Consistency (Principle of Commitment and Consistency), Liking , Social Proof (Social Proof), Authority (Authority), and Scarcity (Scarcity). Regarding the livery of Garuda Indonesia planes with masks on their Instagram , they tend not to use the Reciprocation strategy on their Instagram . In posts related to the livery program with a persuasive message delivery strategy to provide a direct message to the public so they can take part in the program. This of course aims to persuade the public by using masks more creatively and actively. Garuda Indonesia is expected to be able to use all persuasive message strategies in posts related to company programs that are intended to persuade the public to make the program a success.

Garuda Indonesia uses the AIDA formula to make an invitation to its followers. From the results of the interviews, it can be seen about the resource person's understanding of attention, this is due to followers on the company's social media. Interest was also present from the sources, this was due to interest in the world of Garuda Indonesia aviation through persuasion carried out by the airline from the company and this is the main thing in Indonesia. Desire from interviews with sources who have the desire to fly with livery aircraft and take part in competitions held by companies regarding the livery design. At the action stage , the company was considered successful in implementing it with followers, namely wearing masks, taking part in competitions held by the company and selecting an airline with Garuda Indonesia.

For further research, it would be best to carry out a persuasion communication process that can provide messages about health in using air transportation, use media that is appropriate to targets in order to achieve more varied and broad and precise targets and use platforms with active media and provide lots of creative and creative invitations. attracting customers to get satisfaction in company programs.

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