CHAPTER III. DESIGN STRATEGY AND DESIGN CONCEPT

III.1 Target Audience

The target audience group of people that thinking wrong about Afghanistan. These audiences come in large numbers (unlimited) that are formed from something called social media or information media even though the audience is mostly not mutually exclusive.

III.1.1 Target Audience Demography

• Age   : 18-30 Years
• Job   : student and worker
• Education   : High School and College,
• Gender   : Men & Women

Targets aged 18-30 are considered mature enough to get information through video media, and are the main target of Woman's in Afghanistan

III.1.2 Target Audience Psychographs

So it can be concluded that at the age of 18-30 years is a period where they experience changes in life, starting from a higher level of maturity to being able to accept new things that are happening in their lives, and teenagers are still very easy to receive new information because teenagers still have enormous curiosity.

III.1.3 Target Audience Geography

City: Bandung, Indonesia

The target audience in big city in Bandung, Indonesia is enough to understand social media and the device itself and to know about Afghanistan.

III.2 Consumer Insight of Target Audience

The main target of Women 's in Afghanistan is aimed at people who:

• Have interest and are active in biography.

• Have an interest in history

III.3 Design Strategy

To find out about the Afghanistan After Darkness requires promotional media in the form of posters and videos to provide information to the public, so that the public knows more about knowing what Afghanistan is, culture, and especially about the Afghanistan After Darkness before peace and after peace. Promotional posters and video media created must be able to make people understand these things.

III.4 Communication Purpose

The communication objectives to be achieved from this visual design strategy are:

• Introducing Afghanistan to the public.

• To show women life in Afghanistan nowadays.

• Notify the Afghanistan After Darkness before peace and after peace.

III.5 Communication Approach

So that the message delivered can be understood by the community well, then there are several things that must be considered, namely:

• Visual Communication Approach

A visual approach is made so that the message is conveyed well to the target audience, so what is needed is a visual approach that fits the target audience. The approach uses a real picture of various activities commonly carried out by adolescents at this time, namely doing activities indoors or outdoors. Using such an approach, it is considered quite close to the target audience, so that they can enjoy the visuals provided, so that they will feel an emotional connection.

• Verbal Communication Approach

By looking at the geographical target audience, namely the area of a big city like Bandung and Jakarta, the verbal approach used is to use Indonesian that is not formal and a little English in the style of persuasion. Where to attract the attention of many new societies to find out the Afghanistan After Darkness.

III.6 Message Content

In a media campaign, of course, there is a message material that will be conveyed to the community, in this case the Afghanistan After Darkness has the message material to be conveyed, as follows:

• In this Poster showing woman life before peace and peace, there is a daily life and lifestyle. Women life before peace or at Taliban era is not have freedom and not have women right. In peace life, women have their freedom and right.

• Don't think negatively about the Afghanistan After Darkness

III.7 Language Style

The style of language used to convey messages to the target audience is the wider community, using formal English language styles that are delivered in a straightforward manner. This is because the target audience is the people who are in big cities, where they are used to and understand the language.

III.8 Creative Strategy

In information, of course, a creative strategy is needed so that information is more easily delivered to the target audience, including:

III.8.1 AISAS

AISAS method is a very important thing in a promotion, this method is very appropriate to describe the behavior of the community during the internet era as it is currently growing rapidly. This method was developed by the Japanese Dentsu Group. AISAS stands for Attention, Interest, Search (Search), Action, and Share.

• Attention

The attention stage is the first stage to get attention from the public about woman in Afghanistan by giving an overview of the conditions before peace and after peace.

• Interest

The interest stage is the stage where the target audience has begun to be interested in what has been done at the attention stage, at this stage it is expected that the target audience can have more attention about woman in Afghanistan.

• Search

The search stage aims to increase the understanding of the target audience about the situation further with various content that explains about woman in Afghanistan in an interesting way through visuals.

• Action

The action stage is the stage where the target audience has had a great deal of curiosity about the Afghanistan After Darkness, because they already know about the Afghanistan After Darkness. So of course, of course you will find more information about the Afghanistan After Darkness to overcome curiosity.

• Share

The share stage is the stage where the target audience already knows and understands the Afghanistan After Darkness, so the target audience will share their knowledge about woman in Afghanistan to others through social media or directly without coercion.

III.8.2 Copywriting

Copywriting is used as an attraction for the audience and so that the message can be conveyed well with interest, including:

• video

Use the tagline that is in accordance with the content you want to convey on the video, "Whenever & Anywhere". The use of the tagline on the theme of this video is to introduce and provide information to the general public about the Afghanistan After Darkness.

• Poster

On the poster, the use of formal English was chosen to make the target audience better understand the message on the poster.

I want to show the problem with three steps

1: Present My poster in event.

2: College and school students.

3: Share in Social Media.

3.8.3 Storyline

Storyline is one of the initial stages in a video production, the storyline in this video is as follows:

Title   : Afghanistan After Darkness.

Shooting location   : Outdoor

Table 3.1 *Storyline* Video 1
Source: Private (2018)

Theme	Storyline	Duration
Afghanistan After Darkness.	Basic information about Afghanistan and Afghanistan lifestyle and Family's beauty of Afghanstan.	45's
	Enterducing Afghanistan before war and showing woman's how they work and there lifestyle, education, peace and happiness,	39's
	Afghanistan in war and Taliban injustice for woman and there condition	42's
	Woman after war in Afghanistan	68's
	Example of Afghan woman street worker	125's
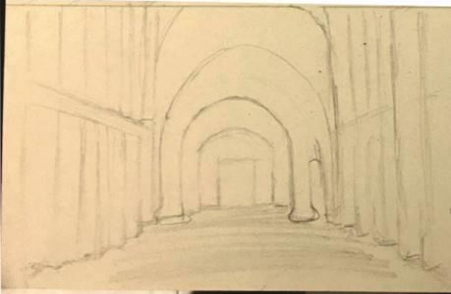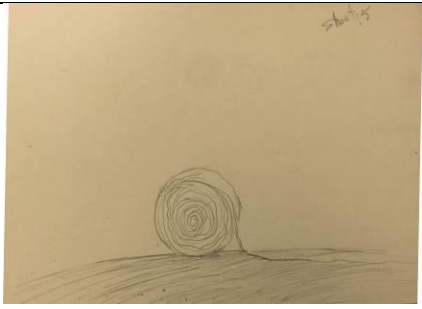
III.8.4 Story board

Storyboard is the second stage after creating a storyline, so that it can make it easier in a video production, the storyboard on this video is as follow:

Title   : Afghanistan After Darkness

Table 3.2 *Storyboard* Video 1
Source: Private (2018)

No	Visual		Information
1			• Type of Shot: Long shot • SPK: Up Angle • Camera Movement: Move
2			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Move

3			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Stay
4			• Type of Shot: Long shot • SPK: Low Angle • Camera Movement: Stay
5			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Stay
6			• Type of Shot: Long shot • SPK: Normal Angle • Camera Movement: Stay
7			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Move

8			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Move
9			• Type of Shot: Long shot • SPK: Up Angle • Camera Movement: Move
10			• Type of Shot: Close up • SPK: Normal Angle • Camera Movement: Stay
11			• Type of Shot: Focus • SPK: Normal Angle • Camera Movement: Stay
12			• Type of Shot: Close up • SPK: Top Angle • Camera Movement: Move

13			• Type of Shot: Long shot • SPK: Normal Angle • Camera Movement: Move
14			• Type of Shot: Long shot • SPK: Normal Angle • Camera Movement: Move

III.9 Media Strategy

Media strategies are chosen according to their needs so they can reach audiences appropriately and effectively, based on consumer journey. Because media is a tool for us to convey messages to audiences. The media used are as follows:

• Attention

Video that shows interesting Afghanistan After Darkness, as well as several posters as main media for videos to make it easier for people to know and understand easily and quickly.

• Interest

At this stage, the video and poster used is a media that raises the tagline namely " Afghanistan After Darkness ", both of the media describes the state of Afghanistan before the war and after the war.

• Search

At this stage, media - media that are notified about everything the Afghanistan After Darkness, such as a poster, is needed. Posters that have an attractive appearance and very clear information and are conveyed in an interesting way, of course will be very interesting than the target audience. Thus the target audience has a feeling

of pleasure when finding out more information about the Afghanistan After Darkness, so information will be easy to understand.

• Action

The action stage where the target audience has a great deal of curiosity is about the Afghanistan After Darkness, because they already know about the Afghanistan After Darkness. So of course, you will find more information about the Afghanistan After Darkness to overcome curiosity.

• Share

At this stage, the target audience already knows various information about the Afghanistan After Darkness, so the target audience will share their experiences with others in various ways, either directly through direct interaction, or through social media.Some media used as main media are:

• Poster and Video

The poster is used as a main media, because it will look very interesting when combined between video visuals and posters, thus forming something interesting and nice to look at.

Some media used as supporting media are:

• Clothes

Shirt is a supporting media that will be shared with the target audience, as a gift or appreciation for the people who have learned or found out about the Afghanistan After Darkness.

• Drinking places

The target audience is a community that has many activities outside the home, therefore drinking places can be one of the choices as a supporting media given to the target audience.

• **Note Book & Pen**

Notebooks and pens are very close to the target audience, most of whom are still studying.

• **Hand phone case**

The target audience is the community, very close to the name of the device, therefore given the mobile phone casing is expected to be useful and used.

• **Pin**

Pins that have the form of woman in Afghanistan, are given to the public for free as a form of gratitude

• **Clock**

wall clocks can be given to audiences, because it is expected to be posted at home, work or room by the audience itself.

• **Banner**

Used as a tool to attract the attention of the public to be more curious about woman in Afghanistan to watch videos.

III.10 Distribution Strategy

The distribution strategy used in the main media "Afghanistan After Darkness" is through social media, because according to the target are people aged 18 - 30 years who are currently active in the world of social media. people who really often use social media for their daily activities, both to get information and also communicate with others. The dissemination of information is very effective if through social media, because at a cost that is not so expensive, but getting maximum results with the help of several existing systems, the incoming data can be collected in detail, so it is easy to make lessons for the future better. Social media like Instagram has provided services to advertise via Instagram Ads and also through YouTube Ads, where it is very easy to determine the target of the audience you want to target. That way, all media will be easily distributed to the audience.

III.11 Visual Concept

Visual concept is one thing that is important enough to represent a situation that will make an explanation through poster and video media, the better the visual concept, the better reciprocity is obtained. visual posters, are expected to enhance the appearance of social media.

III.11.1 Design Format

Software   : Adobe Premiere Pro CC

Frame Size   : 1920 x 1080 pixel

Frame Rate   : 30 fps

Channel   : RGB

Pixel Aspect Ratio   : Square Pixel (1.0)

Format Video   : MP4 File (mp4)

Duration Video   : 6.25 minute

Software   : Adobe Illustrator cc 2016

                                 : Adobe Photoshop cc 2016

Size   : 1500px x 1500px

Color   : CMYK & RGB

III.11.2 Layout

For digital posters, the layout uses a simple one and further emphasizes the product and typography and is able to make the audience focus and immediately get information clear.
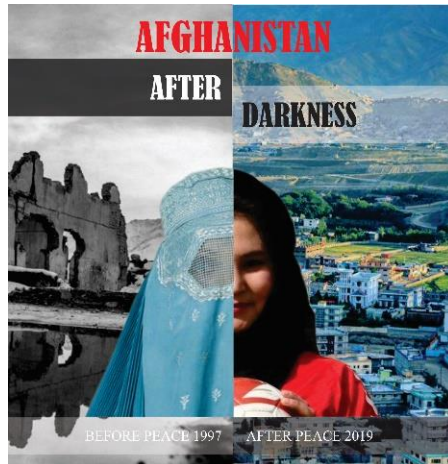
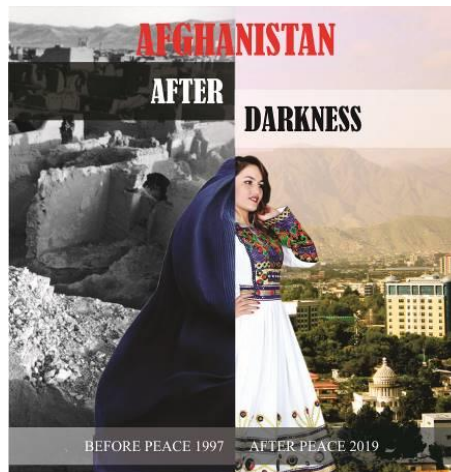Figure 3.1 Poster series 1, Afghanistan After Darkness
Source: Private (2018)

Figure 3.2 Poster series 2, Afghanistan After Darkness
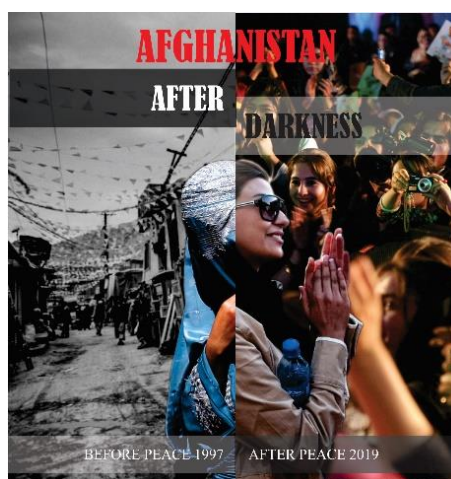Source: Private (2018)

Figure 3.3 Poster series 3, Afghanistan After Darkness
Source: Private (2018)

III.11.3 Typography

Typography also becomes an aspect that becomes an attraction in a work, because the selection of a typography must be tailored to the product.

Bernard MT condensed font was chosen because it has a firm line and looks strong and attractive.

Bernard MT Condensed

The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234

Figure 3.4 Bernard Mt Condensed Type
Source: Private (2018)

III.11.4 Color

The color used on the poster for Afghanistan After Darkness is RGB mode because it is used on the monitor screen. The colors highlighted on this poster are dominant in colors that are adjusted to the scene. The colors used are RGB colors that contain 3 colors, to make them look more fresh and attractive.

#4684AB

#70A6BE

#EE3C43

#282829

#8F9480

Figure 3.5 Colors Palete of Poster series 1
Source: Private (2018)

#E3DBE8

#6B6E1D

#C5B593

#4A4A4B

#466795

Figure 3.6 Colors Palete of Poster series 2
Source: Private (2018)
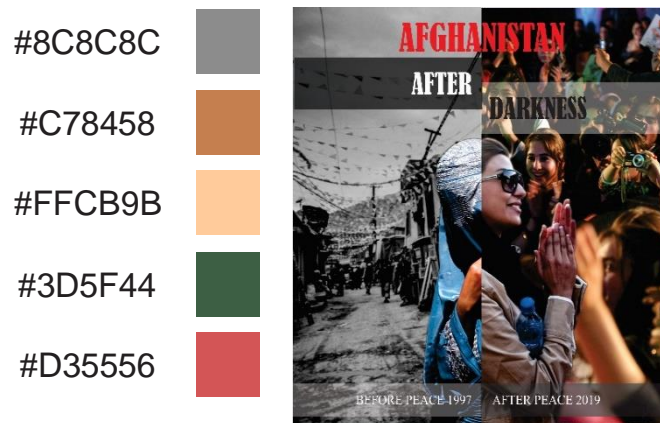
#8C8C8C

#C78458

#FFCB9B

#3D5F44

#D35556

Figure 3.7 Colors Palete of Poster series 3
Source: Private (2018)