

## 3rd AASIC: Sustainable Development of Asian Community

# Comparison of Layout Design of Advertisement on National Newspaper Kompas (Indonesia) and The Straits Times (Singapore)

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**Abstract**—As national newspapers, Kompas (Indonesia) and The Straight Times (Singapore) have its own style and character. One of them is on a layout design of advertisement that is presented in every hometown. Advertisement is one of visual and marketing communication type. In addition, it is also prepaid communication type that utilizes mass and interactive media in order to reach widespread-audience and connects clear sponsor with consumer and give information about product. Layout is planning of all advertisement script elements such as color, picture, illustration, typography, and so on in accurate measurement manner. This research aims to compare the layout design of the advertisement in Kompas and The Straight Times. . The research method of this study is comparing and analysing the layouts design on newspaper advertising in Kompas and The Straight Times. The result shows that these newspaper have similar layouts in term of placement and type of product that is advertised. For example, in advertisements, electronic products, supermarkets, and property.

**Keywords**—Advertising; Design layout; Newspapers

## I. INTRODUCTION

Newspaper as a printed media is a means to convey information from the source of information to other people or other communities. At the beginning, newspaper was a further development of the model of the announcement in the form of a sheet of paper. Because of current development and the increasingly complex needs of modern society, newspaper transforms to be more sophisticated. Almost all the communication needs of modern society can be bridged and mediated by a media named newspaper. The communication needs range from just an announcement that contains only a single and brief message, reports or reports of a concrete event, to artistic and persuasive functions. Newspaper, which is actual and factual, is one source of information for the general public so that various kinds of information such as economic, politic, social, legal, criminal, culture, technology, sports and entertainment are presented therein. In addition, newspaper is able to form public opinion as well as to be used as educational and promotional tool. Newspaper has characteristics that it is in a form of sheets of paper, it has a certain size and it contains news texts or symbols.

The previous paragraph has explained why newspaper becomes a communication media that is closest to the

people. When compared to other mass media such as radio, TV, and the internet, the message conveyed through newspaper is much faster and easier in reaching the public. In fact there is an expert who says that newspaper is the cheapest and the most effective educator. Therefore choosing newspaper as an advertising media is the right choice. There are so many benefits of advertising in newspapers than in any other media. Newspaper is easy to be carried anywhere and the advertisements in it can be read in any circumstances. In addition, the cost of advertising in newspapers is also much cheaper than in other media. With the right strategy, advertising in newspapers is also much more effective and more efficient.

With the complexity of newspaper's function, there is expert who says that newspaper is a media that has incredible force. In relation with advertising, it should be seen that the function of newspapers is very strategic. Newspaper does not only serve to bridge between the messengers with the message recipient, but also serves on how the content and the content of the message are made. Therefore, the godfather of advertising world, David Mc Luhan, once stated that, "advertising is the prime minister." Advertisement may not be the king, but advertisement becomes a prime minister which is able to influence the king and make the black and the white of a government. The influence of advertisement is so powerful. An advertisement is made with the goal of keeping people interested in the product being advertised, which then makes the people perform the act of buying the product. An interest may be generated by coloring, drawing, or making a compelling advertisement copy and this in turn will be strengthened by the originality of the appearance and arrangement of sentences in the advertisement copy (Jefkins. 1995: 242). [1]

Looking at the surveys that have been done, the average reader of *Kompas* come from the upper middle class with well established economic and social strata, especially when it is seen from their financial condition and earnings. So is the educational background of the reader of *Kompas*, more than 60 percent of them have a higher education degree or at least had studied in universities. A mass media which has a clear target audience and a large amount of lint is certainly very important for the makers of advertisement.

Moreover, if the deployment and distribution system are evenly and widely, so by advertising in *Kompas*, businesses will be able to advertise their products more effectively.

In making a printed media such as newspaper, creativity must be needed in its preparation. Because newspaper not only contains news or advertising, but also should be looked attractive so that the consumer or the reader does not feel tired or bored, and the consumer or the reader will be interested in buying or reading the newspaper. Therefore a study which examines the techniques of arranging objects to be loaded in the printed media, often called a layout or commonly known as the layout design, is required. Layout is the preparation of design elements that are related into a field so as to form an artistic composition. According to Rustan (2009: 0) [2] layout is the layout design elements to a field in a particular media to support the concept or the message it carries. Wirya (1999: 35) [3] states that layout is gathering all the graphic elements, including color, shape, brand, illustration, and typography into a new entity that is prepared and placed cohesively and integrated on the page of the package. The main purpose of layout is to display image and text elements to be communicative in a way that they can facilitate the reader in receiving the information presented. Margaret Van Hakereen (2005, 1) [4], states that a newspaper's layout design is the key to the reading level of the reader. A good layout arrangement is needed in the mass media in order to direct the arrangement of text and images so that there is a high level of readability by the readers. Layout can also be used as the identity of the mass media, especially printed media, so that the reader can identify the printed media through its layout design. According to the president of WANIFRA, Jacob Mathew, "Content is certainly important, but a quality content that does not appear attractive will not encourage readers to read it, it makes the work of journalists in the field to be in vain because the design is not attractive." (<http://www.fajar.co.id/read-20120412003456-jawa-pos-sabet-best-in-design-award>) Furthermore, the layout of a newspaper is prepared by adjusting it to the readers' eye movements. In the preparation of the layout of a newspaper, in addition to the necessity of the existence of knowledge about the type and color of the letters, a sense of art must also be possessed. It is because the size of the font for headlines, the length of the news, the size and color of photo and text greatly affect the reader's eye.

In the making of advertisement in printed media, layout can be used as one of the ways to create an advertisement to be interesting. Layout is able to make the reader assess the products which are offered. According to Reichert, a good layout is able to get the reader to assess that the product being offered is a good product, and not to assess that the advertisement itself that is a good. (Reichert, in Kasali, 1995: 88) [5] Elements of the advertisement must be designed in such a way by the designer so that they are

able to attract the reader's interest in the product and the message, and not to be interested in the layout itself.

As a printed media, *Kompas* (Indonesia) and *The Straits Times* (Singapore) certainly have different characteristics and style of layout. *Kompas*, as one of the largest national newspapers in Indonesia, often experience changes in its appearance. However the changes are not too flashy, so that the readers never notice the changes in *Kompas's* appearance. For example the placement of photos on the main page which uses maximum cropping, where the main topic on the photo is clearly visible. In its typography, *Kompas* sticks with size 10 Times Roman for news content and large size Times Roman for headline and sub-headline. For the usage of illustrations, *Kompas* sticks to minimalist illustrations with insert photo placement which supports the headline. The illustrations are located on the upper side under the heading *Kompas* itself. The characteristics which are owned by *Kompas* may be very different to those of *The Straits Times*. A newspaper's layout shows its character, style, characteristic, and distinct impression.

This study will focus on the layout of both newspapers. This study is conducted in order to see to which extent the dominant use of advertisement layout in both newspapers. The advertisement displayed in the printed media is made as attractive as possible in order to be able to seize the interest of consumers. Printed media such as newspaper has a standard for the placement of advertising, known as the Standard Advertising Unit (SAU). Most newspapers have adopted the Standard Advertising Unit (SAU). The Standard Advertising Unit (SAU) was devised by the American Newspaper Publishers Association in an attempt to bring order in standardization into the madness which was caused from the use of various column widths. The system has helped designers to produce more attractive inside pages and aided the cause of newspaper advertising sales as well (Ryan, Theodore)

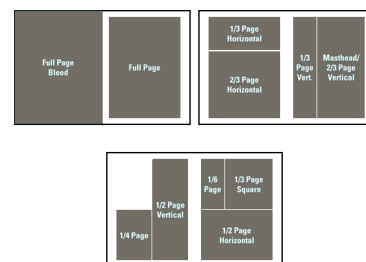


Fig. 6. Standard Advertising Unit (SAU)

This study emerges from the existence of a problem concerning the importance of creativity in the layout of an advertisement in the newspaper. As an information and communication media, newspaper must have layout which has characteristics, which can be seen from the format, how its formulation in the columns, how the use of typography (letter), color, and placement of stories, photos / illustrations, graphics and advertisements in one page. That

advertisement is not made for the benefit of employers, clients, or solely for the personal decision to express the passion for art, but it is oriented in selling a product that is offered. In the context of this research, a research problem is formulated: “How is advertisement layout shown in *Kompas* (Indonesia) and *The Straits Times* (Singapore)?”.

II. OBJECTIVE

Based on the previous explanation, the researcher conducted a study to understand and analyze more about advertisement layout in newspapers. Therefore the purpose of the study is to find out what is good and attractive advertising seen from advertisement layout. The results of this study are also expected to provide benefits to analyze and learn more on how newspaper’s advertisement layout influences the reader’s selection of a newspaper.

III. METHODS

The study on advertisement layout in newspaper implements qualitative research, descriptive with content analysis. Descriptive type of research is the kind of research that will explain or describe a situation or circumstance that aims to discuss in depth about the layout shown in the newspaper. The units of analysis which are used are layout based on Standard Advertising Unit (SAU) and based on the type of advertisement layout used in these advertisements.

IV. RESULTS.

One of the purposes of advertising is to promote goods, services, and ideas to a wide audience. Therefore, an attractive layout design, that is attractive and effective, is needed in order to attract the attention of the audience. First impression is very influential in advertisement and if it is ignored then the message which is displayed in the advertisement will not reach the recipient of the message. Layout that is diverse can attract the reader to pay attention to the advertisement and then the readers are expected to buy the advertised product. The aim is to influence the target audience so that they are attracted to the product being advertised. It is done by utilizing visual displays. The target audience's interest in advertisement’s visualization can stimulate their desire in buying the product.

Looking at the surveys that have been done, the average reader of *Kompas* come from the upper middle class with well established economic and social strata, especially seen from their financial condition and earnings. So is the educational background of the reader of *Kompas*, more than 60 percent of them have a higher education degree or at least had studied in universities. A mass media which has a clear target audience and a large amount of lint is certainly very important for the makers of advertisement. Moreover, if the deployment and distribution system are evenly and widely, so by advertising in *Kompas*, businesses will be able to advertise their products more effectively.

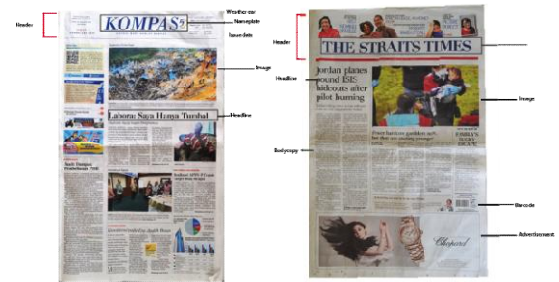


Fig. 7. Anatomy of Layout of Kompas and The Straits Times

The design, layout, and typography can be a reflection of the expression of the newspaper's personality, so that the readers will be able to provide an assessment of the type of newspaper that they read. Newspaper’s layout is somewhat different from a magazine’s or a tabloid’s layout, because newspaper is more likely to show information comprehensively. This study is based on the analysis of the contents of *Kompas* and *The Straits Times* issue Friday 6 February 2015. The contents analyzed are on the main page, page 1 to 36. The number of advertisement studied in each newspaper is 33 advertisements, so the total number of advertisement analyzed is 66 advertisements. The unit of analysis utilizes types of layout based on Standard Advertising Unit and Layout Type that are used in the advertisements.

The results of content analysis based on Standard Advertising Unit in newspaper layout are as follows.

TABLE V. CONTENT ANALYSIS OF STANDARD ADVERTISING UNIT IN NEWSPAPERS’ ADVERTISEMENT LAYOUT

STANDARD ADVERTISING UNIT (SAU)	KOMPAS (INDONESIA)	THE STRAITS TIMES (SINGAPURA)
FULL PAGE	2 PAGES	7 PAGES
½ PAGE HORIZONTAL	11 PAGES	7 PAGES
2/3 PAGE VERTICAL	8 PAGES	13 PAGES
1/3 PAGE HORIZONTAL	-	1 PAGES
¼ PAGE VERTICAL	10 PAGES	3 PAGES
1/3 PAGE SQUARE	1 PAGES	1 PAGES
FULL PAGE BLEED	1 PAGES	1 PAGES

The result of the adjustments, that can be seen in Table 1, suggests that according to the Advertising Standards

Unit (SAU) that the advertisement layout pattern shown in *Kompas* (Indonesia) is dominated by the type of 1/2 page horizontal as many as 11 advertisements, 1/4 vertical page as many as 10 advertisements, and 2/3 vertical page as many as 8 advertisements. On the other hand, *The Straits Times* (Singapore) is dominated by the type of 2/3 horizontal page as many as 13 advertisements, full page advertisements as many as 7, and 1/4 vertical page as many as 3 advertisement. This proves that the advertisement layout on both newspapers is using a standard that is more or less the same. Advertisement layout which is dominated by the size of more than 1/4 page. Placement of larger size of advertising layout in a newspaper is able to give larger effect or influence on consumers. On the contrary, if an advertisement uses a smaller size, it will give little effect on consumers.

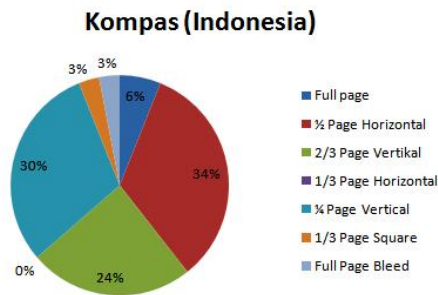


Fig. 3. Percentage of Standard Advertising Unit in Kompas's Advertisement Layout

Diagram 1 shows that 34% is dominated by 1/2 page horizontal advertisements, 30% is 1/4 page vertical advertisements, and 24% is 2/3 page vertical advertisements.



Fig. 4. Standard Advertising Unit 1/2 page horizontal advertisements in Kompas's and The Straits Times's Advertisement Layout

The Straits Times (Singapore)

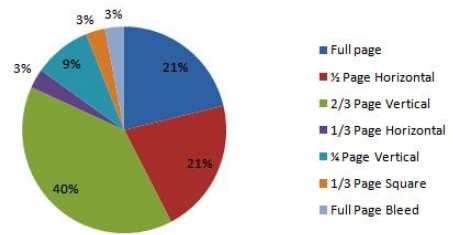


Fig. 5 Percentage of Standard Advertising Unit in The Straits Times's Advertisement Layout

Diagram 2 shows that the dominant Standard Advertising Unit which is used in *The Strait Times* is 40% 2/3 page vertical, and then 21% is full page and 1/2 full page.



Fig. 6. Standard Advertising Unit 2/3 page horizontal advertisements in Kompas's and The Straits Times's Advertisement Layout

In addition to implementing content analysis based on layout of Standard Advertising Unit, this study also conducts its analysis based on the types of layouts that are available in each advertisement in both newspapers. Type of layout is an application in processing the field or pages in an advertisement. Advertisement in newspaper not only considers its design but also its type. This is done so that the advertisements shown in a newspaper possess appearance that attracts readers' attention. There are 19 categories of layout type unit used in analysis of this study, namely Picture Window, Mondrian, Copy Heavy, Frame, Circus, Multipanel, Big Type, Boil, Alphabet Inspired, Blend, Jumble, Vertical Horizontal Layout, Grid Layout, Alphabet Inspired, Informal Balance, Brace, Quadrant, Comic Strips and Speciment Layout. The results of analysis based on the type of layout unit in both newspapers are as follows.

TABLE VI. CONTENT ANALYSIS OF LAYOUT TYPE ADVERTISING UNIT IN NEWSPAPERS' ADVERTISEMENT

Layout Type	<i>Kompas</i> (Indonesia)	<i>The Straits Times</i> (Singapura)
Picture Window	7 pages	3 pages
Jumble	17 pages	3 pages
Copy Heavy	1 pages	5 pages
Multipanel	8 pages	22 pages

Table 2 indicates that advertisements in *Kompas* are dominated by Jumble type as many as 17 advertisements, Multi-panel type as many as 8 advertisements, and Picture Window type as many as 7 advertisements. Meanwhile, the advertisements in *The Straits Times* are dominated by Multi-panel layout type as many as 22 advertisements, Copy Heavy type as many as 5 advertisements, and both Picture Window and Jumble type as many as 3 advertisements.

**Kompas (Indonesia)**

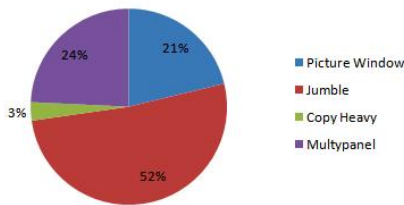


Fig. 7. Percentage of Advertisement Layout Type in *Kompas*

Diagram on figure image7 shows that 52% advertisements in *Kompas* are dominated by Jumble layout type, 24% advertisements are Multi-panel, and 21% advertisements are Picture Window. Jumble is an advertisement's arrangement which is composed of several images and its text is arranged in order. The following is example of advertisement that uses Jumble layout type in *Kompas*.



Fig. 8. Jumble layout type in *Kompas*

**The Straits Times (Singapore)**

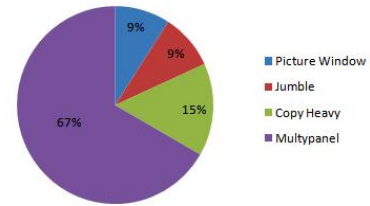


Fig. 9. Percentage of Advertisement Layout Type in *The Straits Times*

Diagram 4 shows that 67% advertisements in *The Straits Times* are dominated by Multi-panel layout type, 15% advertisements are Heavy Copy, and the remaining 9% advertisements are Picture Window and Jumble.

Multi-panel is splitting a page into several rectangles without clear limitation. It is a form of advertisement layouts where one field is divided into several presentations of products. The following is example of advertisement that uses Multi-panel layout type in *The Straits Times* :



Fig. 10. Multi-panel layout type in *The Straits Times*

V. CONCLUSION

After conducting a research by analyzing the advertisements layout in *Kompas* and *The Straits Times*, the researcher obtained some conclusions. The concept and design layout of the advertisement in *Kompas* and *The Straits Times* are appropriate with Standard Advertising Unit (SAU). This can be used as an example for other newspapers on how to create an interesting advertisement. It is known that by using layout the readers are able to assess the products offered even interested in the product. A good layout is able to get the reader to assess that the product being offered is a selection of products that comply with the newspaper's readers. Both advertisement layout designs in *Kompas* and in *The Straits Times* have differences.

The layout in *Kompas* is dominated by  $\frac{1}{2}$  page Horizontal type as many as 11 advertisements,  $\frac{1}{4}$  vertical type as many as 10 advertisements, and  $\frac{2}{3}$  vertical type as many as 8 advertisements. While the layout in *The Straits Times* (Singapore) is dominated by  $\frac{2}{3}$  page Horizontal type as many as 13 advertisements, full page type as many as 7 advertisements, and  $\frac{1}{4}$  Vertical type as many as 3 advertisements. It proves that the advertisement layout in both newspapers uses more or less the same standard, which is dominated by the size of more than  $\frac{1}{4}$  page. Placement of larger size of advertising layout in a newspaper is able to give larger effect or influence on consumers. On the contrary, if an advertisement uses a smaller size, it will give little effect on consumers.

The analysis of the type of layout that exists in advertisements in both newspapers indicates that 52% advertisements in *Kompas* are dominated by Jumble layout type, 24% advertisements are Multi-panel, and 21% advertisements are Picture Window. While 67% advertisements in *The Straits Times* are dominated by Multi-panel layout type, 15% advertisements are Heavy Copy, and the remaining 9% advertisements are Picture Window and Jumble. This proves that type of layout is much needed in processing a field or a page which exists in an advertisement in a newspaper. Ultimately, considerations which are done in displaying an advertisement must consider not only the copy writing content or headline but also the type of layout design. This is done so that the advertisements which are displayed possess appearance that attracts the attention of the reader.

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