

Research article

Visual Communications Addressing Flares, Racism and Fireworks at Football Games

Fariza Wahyu Arizal*, Novian Wahyu Firmansyah, Joni Agung Sudarmanto

Department Art and Design, Faculty of Letter, Universitas Negeri Malang

ORCIDFariza Wahyu Arizal: <https://orcid.org/0000-0001-6593-4953>**Abstract.**

The existence of flares, racism and fireworks at football matches creates a tedious and harshly controlled environment. In addition, these displays can disrupt the game, and can trigger violent reactions from fans attending the match. However, information about the dangers of flares, fireworks and racism in football matches is still minimal. Regulations which restrict these displays are overlooked. Visual communication design can create solutions through creative media to solve problems like these. Information which uses appropriate language will be more effective for better creative communication and to channel support to the football team.

Corresponding Author: Fariza
Wahyu Arizal; email:
fariza.arizal.fs@um.ac.id

Keywords: campaign, flares, fireworks, racist, football**Published** 11 August 2022**Publishing services provided by**
Knowledge E

© Fariza Wahyu Arizal et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICADECS Conference Committee.

1. Introduction

The phenomenon of racist chants, torches and fireworks in Indonesian stadiums is a worrying fact of late. Obscenities heard aloud by the opposing team, even if the team is not the target of insults and threats during the competition.

Football riots were frequent in Indonesia. Such cases have included smashing stadium windows, setting cars on fire and looting train station vendors. The case shown has a broad impact. Not only for the world of domestic football, but also economically, socially and culturally in general and of course for disrupting national stability.

In addition to anarchism, the problem of racism is also widespread in football. What is racism? Racism is a belief system or doctrine that holds that the inherent biological differences in the human race determine cultural or individual performance—that one race is superior and has the right to rule over another. Racism in football is the abuse of players, officials and fans because of their skin colour, nationality, religion or ethnicity. Some can be targeted based on their relationship with the opposing team. However, there are isolated cases that are targeted by their own fans [1].

OPEN ACCESS

Racist songs that lead to blasphemous songs emerged from the rivalry of a group of supporters. Each support group admits that their support group is the best, but sees other support groups as having a bad image.

While a flare is a form of fireworks that produces very bright light or high heat without causing an explosion. In general, flares produce light by burning magnesium metal, which is sometimes mixed with other metals to produce other colors. The flare has the property of being unable to be extinguished even by a splash of water, as it has the property of signaling an emergency. flares and fireworks have been trending among fans lately, for various reasons for the form of the sport.

Football fans use the beauty of this torch for creativity in the stadium, but sometimes that creativity becomes a loss for the team they support because they are punished by the soccer authorities that host the team. Because this torch smoke can interfere with gameplay. Firecrackers are also a dangerous tool when misused by supporters.

In fact, in the field of sports like football, the potential is very great, football can be a unifying tool for the nation, football can be one of the factors that move the economy, so if the fans and spectators understand and understand the PSSI organization rules and related to the Disciplinary code PSSI that regulates. As for penalties for fans and viewers, of course we will never hear racist chants and taunts between fans that ultimately lead to riots and death.

Sports parents like PSSI have talked about racism, torches and fireworks before. Lack of socialization on the subject of racism, flare-ups and fireworks among followers often leads to excessive fanaticism. So far, few media have been used to promote anti-racism, flares and fireworks, so this problem requires the role of visual communication design to provide solutions through various creative media to solve the problem of racism in the football industry. Information in the right language will more effectively encourage supporters to be more creative and caring in channeling support and do no harm to the supported team.

2. Method

In designing the Anti Racist campaign, flares and fireworks in football, the author uses the stages of the collaborative creation process of Sadjiman ES [2] and Djito Kasilo [3] (Book: Methods of Creating Visual Communication Advertising and Communication of Love) as follows:

1. Observation stage

2. Consumer journey stage and determining point of contact
3. Data collection and analysis stage
4. Stage of visual exploration into rough sketches
5. Stage of design embodiment

To design an effective public service advertising campaign media requires a creative strategy. Creative strategies include relevant media as a forum for delivering messages, messages to be conveyed, to campaign segmentation (targets). The success of a campaign is built on several considerations above. From some of the media used to disseminate anti-racist campaigns, flares and fireworks in football to the target audience, several strategies for the campaign can be described.

2.1. Media creative strategy

The selection of media in this design is a campaign logo which later the logo can be applied to various other supporting media and are interconnected.

2.2. Message creative strategy

With the campaign theme "SUPPORT YOUR TEAM, NOT DESTROY" it is hoped that the audience will be motivated to pay attention and remember. The audience here is an age group of around 15-35 years and is active in watching football and education from junior high school to upper level in this case can also be called supporters.

2.3. Segmentation strategy

In planning anti-racist campaign media, flares and fireworks in football, a method is needed to analyze data so that public service advertisements can be right on target and succeed in achieving their goals. The data analysis used is the 5W+1H analysis. With the 5W+1H analysis, the planning of anti-racist media campaigns, flares and fireworks in football will always refer to the intended target audience. By answering questions about 5W+1H (who, what, where, when, why, and how) it can be used as a reference in determining the campaign strategy to be designed.

2.3.1. Setting the Target (Who To Say)

The design of anti-racist campaigns, flares and fireworks in football has the aim of making the information conveyed acceptable and understandable by the target audience. The purpose of target selection is to determine the priority target audience. So the intended target is not all people, but a group of people who will be invited to communicate through public service advertisements. Determination of target audience segmentation consists of:

1. Geographic segmentation includes: region, province, district, city, with its nature: urban/semi-urbanist/rural. [2] The target audience for this social advertising campaign is youth, in this case it can be said to be supporters, both in big cities and small towns in Indonesia.
2. Demographic Segmentation: statistics on a group of people, such as age, income, gender, place of residence and so on [4]. In terms of demographics, the target audience for this campaign are men and women with an age range of 15 years – 35 years, junior-high school education, student occupations, employees, students, employees. Status not yet and already married.
3. Psychographic & Behavioristic Segmentation: psychographic variables that can distinguish one person from another, such as interests, opinions, values, attitudes, personality, and lifestyle [4]. Psychographic segmentation includes the target audience who is still in the puberty period, likes to try new things, usually likes to form groups, and unstable emotions. This is in accordance with the age level of adolescence to adulthood.

Based on the determination of target audience segmentation which consists of geographic, demographic, psychographic and behavioristic segmentation, therefore, the main target has the most dominant importance regarding the importance of anti-racist campaigns, flares, and fireworks in football. The main target is expected to be able to capture and understand the issues raised through visual language (symbols & icons) and message execution style. Through this approach, it is expected to be able to make it happen in the form of changes in mindset and behavior (raising awareness by taking action). The main target of this campaign design is football fans who have the following criteria:

1. Male and Female age: 15 – 35 year

2. Lifestyle: Likes to try new things, is still easily carried away by issues, emotions are still unstable, puberty period.
3. Occupation: Student, collage student, employee
4. Place: Big city, small town
5. Status : married and unmarried

2.3.2. Media Selection Strategy (What To Say)

The media selection strategy is a powerful and effective way to support the delivery of messages to the target audience. To be able to reach a broad target audience, an appropriate media selection strategy is needed. Media serves as a container and carrier of messages to be conveyed to the target audience. Selection of the right media is one of the success factors of a campaign. The media designed is a logo from a campaign slogan which can later be applied in various media.

2.3.3. Placement Media (Were To Say)

The position of the media as a means of delivering messages greatly affects the success or failure of delivering messages through the media to the target audience. To achieve the goals of the anti-racist campaign, flares and fireworks in football, a strategy is needed in the placement of campaign media so that the media can be reached by the target audience. The application of anti-racist campaigns, flares and fireworks in football is carried out by utilizing media that are very familiar with the target audience. Given that these locations have the potential to influence the target audience broadly (attack power) in accordance with the campaign objective, namely to increase awareness and warning against the dangers of racism, flares and fireworks in a football match.

2.3.4. When is the media campaigned (When To Say)

There is no specific time limit in the anti-racist campaign, flares and fireworks in football. It's just that effective times allow the message conveyed through this campaign to be understood more optimally by the target audience. The effective time includes, among others, the time before a football match, after the game and general socialization at certain times

2.3.5. Advertising message creativity (How To Say)

Defining a creative message is a tactic to convey a message in a certain way to make it memorable. The message must have appeal, that is, to turn people around. Messages that speak to human needs are messages that have the power to cause desire. Human needs, as explained by Abraham Maslow, starting from the lowest needs to the highest needs. Of course the main needs, such as food, are the most important and must be met first before other needs [4]. The message approach used in the anti-racist media campaign, flares and fireworks in football uses a message approach that is based on human needs beyond basic needs. This need focuses more on needs that can affect a person's psychology (target audience), such as affection/love, fear, and a sense of security. It is hoped that an approach that focuses more on these needs can attract the attention of the target audience. So that it can increase the awareness of the target audience about the importance of anti-racist campaigns, flares and fireworks in football.

In this case, Public Service Advertisements are not only to be heard, but must have attachment [4]. The memorability approach in designing anti-racist campaigns, flares and fireworks in football uses messages related to riots and disturbances in football whose causes are racist behavior, flares of lights and fireworks that cause disruption of football matches to the most severe cause riots.

2.3.6. Why use this creative strategy (Why)

There are many reasons to choose a strategy in a campaign. The selection of campaign strategies as outlined above is done to get a response from the target audience in accordance with the objectives of the campaign (awareness & warning). The level of response received by the audience when receiving the message stimulus.

3. Results and Discussion

The design concept is used as the basis for thinking in planning and designing anti-racist campaign media, flares and fireworks in football. The design concept is in the form of a written or verbal concept, in which it consists of three planning aspects and can be used as a guide, among others:

3.1. Visual Studies and Consumers Journey

In a visual study, everything that is in the location must be known so that the media used at that location is more optimal in conveying the message. Visual studies are carried out by observing places that are the target audience's activities. Meanwhile, Consumer Journey examines the activities of the target audience from waking up to going back to sleep. Which places are often or always visited by the target audience, the goods used, and the habits of life. This is to find certain points that can be used to convey advertising/campaign messages.

3.2. Media Planning

Media planning is an effort to find solutions for delivering advertising messages. The final act of an ad design is when it has been launched/published to the public. Through publication, an advertisement will prove its strength, whether it is able to convey a message and be able to gain a place in the hearts of the people or vice versa. One of the success factors of an advertisement is the decision to choose the right media [3]. The media that will be used is the logo from the campaign as a means of delivering messages about anti-racism, flares and fireworks in football.

3.3. Message Creative Planning

Creative messages are largely determined by who the target audience is and where and when the message will be delivered. To convey a message to the target audience, as in most other visual advertisements, the design of anti-racist campaign media, flares and fireworks in football generally relies on simple visual language. Visual language is used as a medium of communication which plays an important role. In designing the anti-racism campaign media, flares and fireworks in football, the visuals used are very simple because most of the audience does not have much time to pay attention to them. Visual elements can explain many meanings outside of the verbal language that has been used so far [5]. This element becomes more effective when it can convey messages quickly and easily remembered by the target audience.

3.4. Design Planning

Layout or also commonly referred to as layout is a plan for compiling and combining all design elements. Layouts that are done through the right processes and stages are not impossible to have a positive impact on whatever goals the designer wants to achieve through the design work he makes [6]. In preparing the layout, the questions about 5W+1H described in the previous chapter are used as general basic concepts as a guide for designing. Before compiling the layout in the actual size there are several processes carried out including:

2. Thumbnails

Thumbnails are some alternative ideas that are visualized. Thumbnails are not only useful for estimating the location of visual elements on a page, but can also provide alternative visual forms

3. Rough Sketch (Comprehensive Sketch)

In a comprehensive sketch, the illustration will include a concept that will be applied to the final design. Visualize the idea clearly so that it can be grasped by people who are interested.

4. Computerized Processes

after the sketch process, then computerized by visualizing the sketch using computer software. In compiling the visual, many considerations must be made so that the ultimate goal of the anti-racist media campaign, the flames and parades in football, can be answered positively by the audience. To achieve this goal, he points out several principles that must be observed, you must first understand the characteristics of the target audience in order to be able to apply visual communication strategies that can convey the message content effectively and communicatively.

3.5. Design Visualization

4. Conclusion

The conclusion of this design includes many things related to the importance of protecting football matches from racism, flares and fireworks from unscrupulous supporters. The conclusions that can be drawn from the design of a public service advertising campaign with the theme "SUPPORT YOUR TEAM NOT DESTROY" include:



Figure 1: Design 1.



Figure 2: Design 2.



Figure 3: Design 3.

(a) Public Service Advertisements (PSA) about anti-racism, flares and fireworks in football matches are minimal and the messages conveyed do not reach

- the target audience because they use language that is too formal or with unattractive visuals.
- (b) There is a need for cooperation between interested parties in making Public Service Advertisements about the dangers of racism, flares and fireworks with practitioners and academics in order to realize the objectives of the campaign.
 - (c) The parties as the disciplinary committee that handles the problem of interference in football matches should take firm action against any violations and provide a deterrent effect.
 - (d) PSSI "SUPPORT YOUR TEAM NOT DESTROY" is a means to assist the government in this case PSSI in socializing anti-racist campaigns, flares and fireworks in football matches
 - (e) The "SUPPORT YOUR TEAM NOT DESTROY" campaign has not yet become the most suitable design for teenagers as the target audience. This design still needs to be updated and if necessary replaced with other more effective campaign techniques to influence the target audience
 - (f) Hopefully with this anti-racist campaign, flares and fireworks can provide education to supporters to be more creative in supporting the team, not harm

References

- [1] Infantino G. FIFA introduces innovative approach with launch of new disciplinary code. Fifa. Available from: <https://www.fifa.com/legal/media-releases/fifa-introduces-innovative-approach-with-launch-of-new-disciplinary-code>; July 2019
- [2] Sanyoto ES. Metode perancangan komunikasi visual periklanan. Yogyakarta: Dimensi Press; 2006.
- [3] Kasilo D. Komunikasi cinta: Menembus g-spot konsumen Indonesia. Jakarta: Kepustakaan Populer Gramedia ; 2008
- [4] Santosa S. Creative advertising. Jakarta: Elex Media Komputindo; 2013.
- [5] Suyanto M. Aplikasi desain grafis untuk periklanan. Yogyakarta: Penerbit Andi; 2004.
- [6] Rustan S. Layout dasar dan penerapannya. Jakarta: Gramedia Pustaka Utama; 2008.