

Conference Paper

Paradigm of Visual Communication of Sticker Design in the Age of Industrial Revolution 4.0

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Abstract

Paradigm changes due to new technology have a major influence on promotional activities. This is suggested by the change in promotion used to identify and target audiences. Where the target audience was once a large indistinct mass, promotions are now directed at specific individual users. In the industrial revolution 4.0, there was a significant change in technology which produced many shifts in the meaning and understanding of information. One development was a new paradigm that emerged concerning the meaning of stickers in the digitised era. This study considers whether, in the context of promotion, conventional stickers can be replaced by the presence of new technologies that give a new paradigm to stickers? Based on data obtained from interviews and questionnaires, the visual communication paradigm of sticker design in the industrial revolution era 4.0 shifted the perception and meaning of the word 'stickers'. The description of the results of this study can be used as reference material to find out how to deal with the new paradigm in visual communication media in the era of industrial revolution 4.0

Keywords: paradigm, stickers, industry 4.0, media, visual communication

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1. Introduction

In designing a promotion needed media as a medium or medium of communication. Changes and adjustments of media that were originally in the form of print both for scattered media and display media, electronic forms such as advertising media via radio, television (TV) until the development of the 20th century now that has penetrated into the cyber world. Ads enter into the world like web banners that appear on every online web to advertisements through social networks that are popular today, such as Instagram, Facebook, Twitter, and YouTube.

The change in paradigm due to new technology has a big influence on promotional activities, it can be seen from the change in the promotion strategy on the orientation of the target audience as one example of target audiences that were mass, now directed / specific / user (Rangkuti, 2009: 4). In promotional activities, the Target Audience

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determines the shape of the media as a means of communicating the message of the product to be conveyed. In the paradigm shift related to communication messages can be exemplified in the media which is currently very diverse, such as the shift in the meaning of a common sticker in the form of sheets of paper that can be attached to real media, now shifting towards digital stickers that appear on social networking communication applications. A sticker is a visual information medium in the form of a small sheet of paper or plastic affixed, or another term is 'etiquette'. Etiquette is a piece of paper affixed to the package of goods (merchandise) that contains information (for example; name, nature, contents, origin) about the item.

Industry 4.0 is driven by four technology groups that are also currently developing. The first group consists of data, computing power, and connectivity; the second group is the data analysis and intelligence technology group; the third group are human-machine interactions (eg interface technology and augmented reality); and the fourth is digital-to-physical conversion. Sophisticated robotics systems and 3-dimensional printing technology (additive manufacturing) are examples of technology in this fourth group. If these four enabler technologies are put together, a new era in manufacturing process technology will form. A distinctive feature that will emerge in this new era is the emergence of "smart factories" (smart factories), which enable a factory to still be able to meet the special demands of a customer while maintaining its profitability. (Sadiyoko, 2017: 1)

The shift in meaning of stickers follows changes that occur in the development of the industrial era 4.0, in the industrial revolution 4.0 there was a significant change in technology so that it also had an impact on many shifts in meaning and understanding of information. The amount of information provided and the easy access through the network causes biases of meaning in understanding the price. One thing that happens is the bias of understanding and interpretation of the meaning of sticker design in conventional media and in the digitalization era.

Stickers described as a sheet of paper that can be affixed to a particular medium, in the context of application in the era of the industrial revolution 4.0 where digitization is the main source can be said conventional sticker design is replaced by digital stickers, but in the context of promotion whether conventional stickers can be replaced by the presence new technology that gives a new paradigm to stickers? Based on the explanation of this problem, then the author's anxiety arises to examine the visual communication paradigm of sticker design in the industrial revolution 4.0 era based on the condition of technological development that shifts towards digitization of the target audience which focuses on the strategy of the point of contact approach?

2. Method

This research approach uses a case study approach on the padigma of visual communication message sticker design in Industry 4.0 which utilizes the point of contact. In research design: Qualitative and Quantitative Approaches; case studies described are research strategies that examine an object in depth (Creswell, 1994; 343). The case study used is a single case study, which is research focused on the sticker design paradigm that is applied conventionally and digitally. This type of research also includes infomental case studies (ratna: 2010, 193) which examines the whole and in depth whose purpose is to test the theory of textual and contextual elements in the signs created in the applied sticker media.

The word qualitative implies an emphasis on processes and meanings that are not rigorously assessed or not yet measured (if indeed measured) in terms of quantity, amount, intensity, or frequency. Qualitative researchers emphasize the nature of reality that is built socially the close relationship between the researcher and the subject under study, and the pressure of the situation that shapes the investigation. Such researchers attach great importance to the nature of inquiry which is a condition of value. attach importance to the nature of the investigation which is a condition of value. They seek answers to questions that highlight the way social experience arises as well as the acquisition of its meaning. In contrast, quantitative research focuses on the measurement and analysis of causal relationships between various variables, not the process. Investigation is seen within the framework of free values (Denzin, 2009: 6).

Qualitative research has characteristics that are rooted in the natural setting as wholeness, relying on humans as a tool (instrument) of research, utilizing qualitative methods, conducting data analysis inductively, directing the target of finding basic theories, being descriptive, prioritizing process rather than results, limiting studies with focus, has criteria to check the validity of the data, the design of the study is temporary, and the results of the study are negotiated and agreed upon (Moleong, 2006: 44). While the way to obtain data from qualitative methods is by observation, interview or document review (Moleong, 2006: 9). Applying this qualitative method, the data collected is in the form of words, pictures and not numbers. Besides all that is collected has the possibility to be the key to what has been studied (Moleong, 2006: 11). The data can be in the form of interview scripts, field notes, photos, videotapes, personal documents, and other official documents. Thus the research report will contain excerpts of data to provide an overview of the presentation of the report. Based on the nature of the data to be analyzed, this study uses a qualitative research design that will explain everything as it

is and is real, then it will be analyzed with the point of contact approach in the context of sticker media as a means of communication towards the new paradigm. The approach is the scope of research, related to aspects that will be revealed in research. The approach will frame any objects that might be revealed in the study. That is why the approach is also often called the research method. The research method is the method chosen by the researcher by considering the shape, content, and nature of the sticker as the subject of the study. The method should raise the operational way in research. This method requires a research step that is worth following. The technical relates to the process of data collection and analysis of research (Endraswara, 2003: 8).

The writing of this paper uses a descriptive analysis method. Descriptive methods can be carried out systematically, factually and accurately about the facts and the characteristics of the population or region. Attempting to describe these facts the initial stage is aimed at expressing symptoms in full in the aspects being investigated, to make the situation more clear. Therefore, at this stage the descriptive method is no more than a research that is in the form of modest facts (fact finding). Descriptive can also be intended to expose a study in detail and clearly accompanied by argumentation or proof. The analysis is intended to describe or conduct an investigation of an event to find out all aspects contained in the object. So, descriptive analysis is a research method that reveals about objects in a descriptive form accompanied by an analysis of everything through a predetermined approach.

3. Convensinal Sticker

Stickers are visual information media in the form of small sheets of paper or plastic affixed, or other terms are etiquette. Etiquette is a piece of paper affixed to the package of goods (merchandise) that contains information (for example; name, nature, contents, origin) about the item. Here are the types of stickers:

3.1. Kromo sticker

Kromo stickers are stickers made of paper that are easily torn, have materials such as art paper material rather shiny. Its usefulness as product labels, gifts, promotions, patches, children's toys, etc.

3.2. Vinyl stickers

This vinyl sticker has advantages compared to the others, namely from the material made of plastic material so that it is not easily torn, unlike chromo stickers or HVS that is only from plain paper. This sticker has a milky white base color and can be affixed to a variety of flat media. Its usefulness is as advertising, decoration, car, toy, label branding, etc.

3.3. One Way Vision sticker

One Way Vision Sticker is also called a perforated sticker because of its perforated shape. One Way Vision Sticker is a type of sticker that is usually placed and glued to the glass media and can only be seen from one side only, while the other side is transparent. One Way Vision is usually glued to window glass doors, window panes in offices / buildings, outlets or windshields. This sticker is only the outside who can see the picture of the sticker, while the inside cannot see it. The picture contained on the One Way Vision sticker is not completely intact but has holes because it is printed using a perforation technique, but the unique thing is that if we look at it from a distance the image will appear intact but if you look closely you will see holes.

3.4. Transparent sticker

Transparent stickers are stickers made of transparent plastic material, so you can vaguely see what is behind the sticker. Transparent stickers are usually used in windows or showrooms, to disguise what's in the showroom but not close it 100%. Transparent stickers can also be used on cars, such as under the windows or windshield / rear. Transparent stickers are made of plastic, so they won't absorb water.

3.5. HVS sticker

HVS stickers are stickers made of paper. This sticker has properties that are easily torn, have surfaces like HVS material so they can be written on. Its usefulness as product labels, gifts, promotions, patches, children's toys, etc.

3.6. Metalize stickers

Metalize stickers are stickers made from a kind of plastic and metallic silver-colored base. Its functionality is as a product label.

4. Digital Stickers

Digital stickers are a form of expression in the chat application on a string / smartphone in the form of emoticons that have more interesting and different shapes.

This form of expression of the activity of communicating online is called a sticker, from some of these online communication applications such as, Line, WhatsApp, Wechat, Facebook, and several others also mention this feature as a sticker.

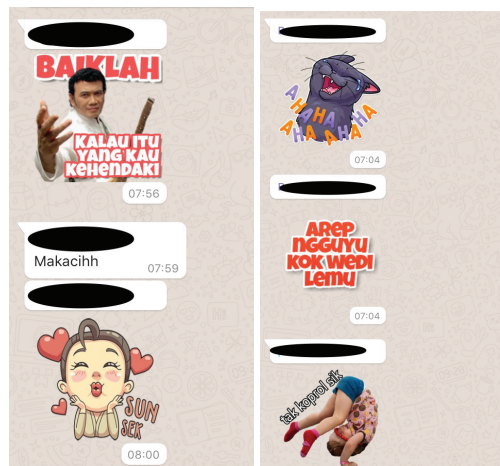


Figure 1: Digital stickers on online communication applications

The results of the distribution of questionnaires to 57 audience 89% stated using stickers as an expression of online communication in conveying messages, while 11% stated rarely using stickers in the expression of expression in online communication. The audience of this quotaoner distribution is 100% percent said they know the difference from conventional stickers and digital stickers. However, in mentioning the function of stickers as a means of communication 80% of the audience did not know the function and role of conventional stickers in media strategy as a means of communication.

Based on the results of interviews with associations working in the field of visual communication design (aidia) Malang and graphic design (ADGI) Malang. It was concluded that the meaning of stickers that exist today is very ambiguous with the presence of industry 4.0, where almost most of the communication applications today use the word 'sticker' as another form of emoticon to convey expressions in communication.

Namun media stiker baik yang konvensional dan digital memiliki karakteristik yang berbeda, dan akan menjadi media yang sangat efektif ketika menggunakan point of contact dalam implementasi media untuk mencapai tujuan dari komunikasinya.

Media Sticker is actually a media that can be said to be very effective with production costs that are not so high, if you can utilize the point of contact and media strategy to the fullest. The reality is that conventional sticker users are just distributed to the public without considering whether the audience needs it or not. so the sticker media is not very effective because it is not maximized strategically.

5. Strategy Point of Contact Sticker media

Point of contact is an activity, time, place and atmosphere is full of totos (points) to greet or date (carry out contact) with the public (Kasilo, 2008; 66)

Each media has different characteristics, even conventional stickers will never be replaced by digital, when using a point of contact strategy as an implementation consideration. Likewise digital stickers that can be categorized as means of expression in online communication, will be very effective when using point of contact as a strategy in delivering messages. In the sticker paradigm that emerges today, both conventional and digital sticker media will continue to have an important role in implementation as communication media if the point of contact is applied as a strategy.

6. Conclusion

From the results of the data obtained it can be concluded that the 'sticker' paradigm occurred, namely the perception of meaning that arises different from the sticker itself when mentioning stickers in the conventional sticker context and when mentioning stickers in a digital context. stickers which were originally mentioned as paper media that can be affixed, now in the industrial era 4.0 the word sticker is used in one of the features in online communication applications that represent expressions of decoding.

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