

Research Article

Main Visual Analysis of Extra Joyful Promotional Media 2025 in Increasing Participation in Customer Loyalty Program

Dedy Tri Hudaya

Sekolah Tinggi Media Komunikasi Trisakti, Indonesia
Corresponding Author, Email: dedy.trihudaya@trisaktimultimedia.ac.id

Abstract

Extra Happy is a loyalty program for customers who have Telkomsel Points. The Extra Happy program offers extra internet quota with different amounts. Customers who make purchases of credit, data, video, games, international roaming and obtain Telkomsel Points have the opportunity to participate in exchanging Points for extra quota. This program is offered routinely during certain periods and has many variations. This aims to maintain loyalty and be able to utilize the Points owned without having to expire. By collecting many Points, you will have a great opportunity to get extra internet quota. Customer loyalty is the main thing to keep using Telkomsel products and utilize the Points owned by exchanging them for special programs.

Keywords: Key Visual, Extra Fun, Extra Quota, Points.

INTRODUCTION

In its development, cellular operators worldwide are continuously improving their products and services to meet customer needs. Products and services have always been a focus for customers who have long used these operators' products. Innovation and breakthroughs in developing reliable products and services are essential and must be carried out continuously.



Both short-term and long-term planning need to be carefully and well-prepared by all teams involved, such as product departments, customer service, IT support, pricing, applications, and media, which complement each other. This collaboration is expected to result in products and services that have value in the eyes of customers. To achieve this, surveys and valid, in-depth data are necessary to provide multiple alternative options for customers' needs.

Products and services must be developed continuously, both those already implemented and those to be implemented in the future. Moreover, customer loyalty is crucial to ensure that customers continue using Telkomsel's products. This requires a clear and precise strategy to understand customer needs, which can lead to positive customer feedback.

Telecommunication has benefits as a communication tool worldwide and is strategic for commercial, business, entertainment, and military purposes. The infrastructure assets of telecommunications possess advanced and sophisticated supporting networks that can be accessed through various media or specific platforms. This can speed up the dissemination of information from one source to the public or specific audiences. With extensive knowledge and ongoing transformation in various telecommunications sectors, it will build a globally connected and accessible communication hub.

The digital telecommunication ecosystem and industry environment can collaborate to create a massive impact network. This is reflected in the telecommunications industry, such as cellular operators and internet service providers, each offering corporate, small business, and individual packages. Currently, the digital transformation is ongoing across various aspects of life, which is related to infrastructure, devices owned by society, and the regulations governing internet access.

Globally, communication through internet networks has become a major part of daily activities, as these activities require fast and high-quality internet access. Communication activities can be carried out via fixed lines or mobile, depending on the potential of the community. The potential and interest of society in internet needs show positive and increasing trends, especially in large cities, making it a major focus for service providers in both the internet and telecommunications sectors.

Internet service providers, telecommunications services, and digital platforms must be able to meet the expectations of society to retain customers and prevent them

from switching to other service providers. Internet packages offered to society must offer advantages and differences compared to competitors, allowing customers to adjust their needs. In other words, it is necessary to plan in-depth regarding non-product benefits included in packages to attract customers. Additionally, non-product benefits can be utilized to provide further advantages.

Telecommunications transformation is currently shifting from analog to fully digital, enabling easy communication and complete device connectivity. For example, unlimited internet packages without data limits, offering the ability to stream videos at home or anywhere, coupled with stable (fixed) prices, would certainly attract the public. Price competition becomes inevitable, as business elements are involved in pricing decisions, and the market will naturally adjust.

Telkomsel, as a provider of cellular and digital services, strives to deliver the best service to all its customers in Indonesia. Cellular operators and internet service providers offer appealing products to society, ranging from prices, internet quotas, to other benefits, including products and loyalty programs. In the eyes of society, this provides an opportunity to choose products based on routine needs and other requirements. Internet and top-up packages vary in nominal amounts and durations, from the shortest to the longest periods.

The presence of various product offerings has made the market competition between operators and internet service providers more competitive. This is reflected in the multiple offers provided over time, which often causes difficulty for the public in selecting similar products. Several cellular operators have merged into a single company group, followed by other operators. Indihome, as a permanent internet service provider for homes, offices, and small to medium businesses, has merged with Telkomsel, a cellular operator providing mobile and internet services. Indihome's strategy in joining Telkomsel as a single group company expands its market reach nationally. Other operators, such as Indosat Ooredoo, have also acquired Tri Hutchinson to maximize sales in both premium and regular segments. Previously, XL Axiata acquired Axis cellular operator to cover both premium and regular segments. Recently, Smartfren acquired XL Axiata, including Axis, to expand its national network.

The varied pricing packages, from the lowest to the highest, from different operators, make market competition unavoidable. Operators also offer loyalty programs as an effort to retain customers. Loyalty programs are designed to appreciate customers

who have trusted the products they use, and the programs are generally available to all customers who meet certain criteria. Loyalty programs offer various benefits and can become a "weapon" to encourage customers to continue using the products. These loyalty programs are not limited to products but also include non-products that can collaborate with strategic partners, benefiting customers. The offerings are expected to create a memorable and lasting experience.

Loyalty program forms vary and can consist of various partner categories to expand cooperative networks. The selected partners must have good credibility and reputation in their fields. In addition, selected loyalty partners are given equal opportunities to offer their best deals to customers. Promotional programs can be combined in various ways, such as discounts, extra bonuses, buy 1 get 1 offers, and categorized into regular themes or specific themes. Special moments or holidays can be used as themes for special offers to make them more attractive. Everything can be adjusted so that customers remain loyal to their chosen product and not switch to other products.

Loyalty programs are provided to customers who have been loyal to the product over time or have consumed a lot and are given special offers. However, new or regular customers also have access to other loyalty programs, such as becoming members of the product community. If a customer becomes a community member, they receive better or more benefits than regular customers.

For membership in a loyalty program, a product may be divided into permanent customers who have been using the product for a long time, customers who regularly make purchases, or customers who have purchased specific products and automatically become members for a certain period. Not all products automatically offer loyalty member services as there are certain requirements and transactions that must be met. However, when a loyalty program is introduced, it offers a better loyalty experience and attracts more customers compared to competitors.

A loyalty program that offers membership to its loyal customers can provide special services and experiences, as well as exclusivity in designated places. Membership programs offer various benefits and premium services to ensure customers have a different experience and continue using the trusted product. Amid price wars or competition between products, the loyalty program becomes an attractive feature with benefits, helping to maintain the number of customers who have trusted the producer.

Communication strategies must be well-prepared and developed to ensure the message about the benefits of the offered loyalty program is conveyed clearly. The tone and visualization offered should reflect or represent the product's persona.

The communication strategy aims to help customers understand the benefits of the loyalty program and encourage them to purchase loyalty products, making the criteria clear when joining the community. To reach the purchasing process, a long and gradual process is needed so that customers, who were previously unaware, become informed about the Telkomsel Prestige program.

Promotional efforts include roadshows in specific locations to introduce the Telkomsel Prestige program to customers. Exhibitions organized can help establish a deeper connection with customers, allowing them to better understand the benefits of Telkomsel Prestige. Additionally, promotions highlighting various features and benefits that customers can enjoy in the near future, with certain requirements, will be showcased. The communication strategy builds the image that regular customers can become exclusive members of Telkomsel Prestige through a special mechanism, offering competitive benefits.

[1] There are two approaches to studying brand loyalty. The first is the instrumental conditioning approach, which sees consistent purchasing behavior over time as an indicator of brand loyalty. The classification of purchasing behavior is assumed to reflect strong reinforcement or stimulus. Therefore, measuring whether a consumer (customer) is loyal is not based on the frequency of consistent purchasing behavior of a particular brand. This approach to consumer loyalty emphasizes past behavior. For instance, if a consumer has bought a product from a brand seven times, it can be considered that the consumer is loyal to that brand.

The second approach is based on cognitive theory. Some researchers believe that behavior itself does not necessarily reflect brand loyalty. In other words, according to this approach, loyalty represents a commitment to a brand that might not only be reflected by continuous purchasing behavior. Consumers may often buy a particular brand because it is inexpensive, and when the price increases, they might switch to another brand.

The debate on measuring loyalty is still ongoing, and therefore generalizations about loyalty cannot be satisfactorily formulated. However, there are several common characteristics that can identify whether a consumer (customer) is approaching loyalty.

There are four tendencies indicating loyal consumers as follows:

- a. Loyal consumers tend to be more confident in their choices.
- b. Loyal consumers are more likely to experience higher risks in their purchases.
- c. Loyal consumers to a brand may also be loyal to the store.
- d. Minority groups of consumers tend to be more loyal to a brand.

[2] According to Assel (1987), there are four types of consumer buying behavior based on buyer involvement and brand differentiation:

- a. **Complex Buying Behavior:** Consumers are involved in complicated buying behavior when they are highly engaged in purchasing and aware of significant differences between brands. This type of buying behavior usually occurs when the product is expensive, seldom purchased, risky, and serves as an expression of the consumer's identity. Marketers of high-involvement products must understand consumer behavior in information gathering and evaluation. They need to develop strategies that help buyers understand product attributes and the importance of those attributes. Marketers must also draw consumers' attention to the brand's reputation and the company's ability to offer attributes that are more important to consumers.
- b. **Habitual Buying Behavior:** Consumers do not always follow the five-step decision-making process, which starts with problem recognition and ends with post-purchase evaluation. They may skip or reduce one or more of these steps if they have previous experience purchasing the product or if the purchase has low economic, social, or personal significance.
- c. **Variety-Seeking Buying Behavior:** Some buying situations are marked by low consumer involvement in a product, but significant differences exist between various brands, leading to frequent brand switching. A market-leading brand will typically have a different marketing strategy than a newer brand, even if both brands are in the same product category. Market leaders will try to promote habitual buying behavior by dominating sales racks, avoiding stock shortages, and frequently running advertisements to remind consumers. Competing companies with newer brands will encourage consumers to seek variety by offering lower prices, special offers, free sample coupons, and advertisements to motivate trying something new.

Life Slice Advertising: One widely used advertisement format is "slice of life" ads, designed based on the problem-solving approach. These ads attempt to portray or capture a problem or conflict typically faced by consumers in daily life.

The ad then shows how the offered product can solve that problem or conflict. Many advertisers prefer this style because they believe it is effective in presenting situations that consumers can immediately relate to, while simultaneously offering a solution through the use of the advertised product. Slice-of-life ads are commonly used for consumer products but can also be used for B2B industrial products, demonstrating how a product or service can resolve business issues.

[3] Value refers to the dimension of lightness or darkness in a color, also known as "brightness" or color level. It represents the light or dark value to achieve depth due to light influence. Value can also refer to a light phenomenon that causes a difference in the color emission of an object. Value is a tool for measuring the degree of lightness of a color, indicating how light or dark a color is compared to other colors, measured by value or value levels: tint, tone, and shade. The use of value in tint, tone, and shade aims to create artwork with specific tonalities to achieve the desired character. The value levels can also be used to assess the character of others' work based on tonalities:

- a. Close values seem harmonious, soft, and calm, suitable for things related to pleasure.
- b. Contrasting values seem bold, sharp, strong, turbulent/conflicting, and are suitable for basic colors and text, related to youthfulness or aspects of hardness.
- c. High-value colors reflect light, making them appear larger or more expansive.
- d. Dark values absorb light, making them seem smaller or more contracted.
- e. Black and white have the ability to unify colors.
- f. Sharp contrast between high-value dark value is more striking than hue contrast but is more harmonious than hue contrast because value contrast is mixed with neutral colors such as black, gray, or white.

[4] There are several explanations of the concept of "Consumer Behavior" from various perspectives:

- a. Michael Solomon (2007) defines consumer behavior as the involvement process when a person or a group of people makes a choice, buys, uses, or refrains from using a product, service, or idea to fulfill their needs and desires.
- b. Hayden Noel (2009) explains that consumer behavior is concerned with how a person obtains, uses, or takes actions after the use (discards or stops using) a product or service offered by a producer.
- c. Schiffman and Kanuk (2000) characterize consumer behavior as an individual's actions in making decisions to utilize their available resources to buy and use

consumption-related goods, as well as the processes that precede and form the basis of those decisions.

- d. Blackwell, Miniard, and Engel (2008) describe consumer behavior as the activities of an individual or group in obtaining, consuming, and even selling products or services.
- e. John C. Mowen and Michael Minor (2002) define consumer behavior as the study of buying units and the exchange process involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas.
- f. Martin Khan elaborates on consumer behavior as a decision-making process and physical activity in determining, evaluating, using, or discarding goods and services.
- g. David L. Loudon and Albert J. Della Bitta (1993) define consumer behavior as a decision-making process and involve physical activities when evaluating, acquiring, using, or discarding goods and services.

Juan Carlos Jimenez (2008), as cited by Alo Liliweri (2014), defines several types of values:

- a. Personal Value: Assumptions that serve as the basis for making ethical actions, typically related to physiological values.
- b. Family Value: Values that emerge from the smallest unit of society. Values like protection, economic, psychological, and social support come from the family and apply to all family members. According to Kruger (2010), in families, essential values include feelings of ownership, flexibility, respect, honesty, forgiveness, generosity, curiosity, communication, responsibility, and tradition.
- c. Material Value: Related to how one views material objects that are considered basic needs and essential for survival.
- d. Spiritual Value: Non-material values, often derived from sacred texts (religion). Spiritual values may refer to truth, honesty, goodness, beauty, and so on.
- e. Moral Value: Standards for determining what is good or bad. These standards regulate an individual's behavioral choices, which can be called moral.

[5] According to Brian Fellows, Perception is the process that allows an organization to receive and analyze information. Kenneth K. Sereno and Edward M. Bodaken state that perception involves three activities: selection, organization, and interpretation. Selection involves sensation and attention, while organization relates to interpretation, defined as "placing one stimulus with others to form a meaningful

whole.” The most crucial step in perception is interpreting the information obtained through one or more of our senses. However, we cannot directly interpret the meaning of every object but instead interpret the meaning of the information we trust represents the object. Therefore, the knowledge we acquire through perception is not knowledge of the object itself but knowledge of how the object appears.

[6] According to Rogers, several stages exist in the process of adopting an innovation, where diffusion occurs, including the awareness of the need for innovation, the decision to adopt innovation and technology. Five key factors influence the adoption of innovation, each playing a different role in five adopter categories:

- a. Relative Advantage: The extent to which an innovation is perceived as better than the idea, program, or product it replaces.
- b. Compatibility: The degree to which an innovation is consistent with the values, experiences, and needs of potential adopters.
- c. Complexity: The degree to which the innovation is perceived as difficult to understand or use.
- d. Trialability: The extent to which the innovation can be tested or experimented with before making a commitment to adopt.
- e. Observability: The extent to which the results of the innovation are visible.

Rogers emphasizes the perception of novelty. When discussing innovation diffusion, the focus is not on whether an innovation is truly new but how innovations spread through communication channels or media, which are now integrated and converged. Communication channels are the means by which messages are sent from one person to another. There are many different types of communication channels, each with different characteristics regarding how innovation is spread through these channels.

[7] Commercial advertisements offer a variety of product types, including necessities, services, memberships, and other products. Commercial advertisements are divided into three types:

- a. Consumer Ads: These are ads aimed at end consumers, offering products directly usable by the viewer, usually targeting home goods for housewives.
- b. Business Ads: Ads aimed at entities that will manage the products offered to be processed into new products, including capital goods or raw materials. These ads target individuals, institutions, or organizations.

- c. Professional Ads: These are ads aimed at a specific audience, the professionals, who are compensated for their expertise in the field.

[8] According to research by Philip N. Howard, countries with high GDP that have privatized the telecommunications sector and have a well-educated population tend to achieve information society goals more effectively. One of the stages of information society development is the establishment of infrastructure and telecommunications services, typically preceded by the optimization of cable technology. Another interesting implication of telecommunications technology is the "leapfrog" in technology in developing countries, including Indonesia.

[9] According to Claire Diar Ortiz, the evaluation of social media brands is crucial for determining your priority social media platforms. It is important to note that your brand should ideally maintain only a few accounts within a single platform, ensuring consistent quality across your social media presence. The best approach is to test different times and days over a week to evaluate what works with consumers.

[10] The implications of new media for communication in society can be categorized into three interconnected main categories:

- a. Implications on user activity in communicating within society.
- b. Implications on the emergence of various innovations and applications
- c. Implications for segmenting communications to various groups of new media users

METHOD

On this occasion, the research methodology used is a qualitative descriptive method, namely a method that examines and analyzes an object with a qualitative method flow. In this case, it examines and describes design elements as a form of visual communication in the Extra Gembira Loyalty Program campaign.

RESULT AND DISCUSSION

In celebration of Telkomsel's 30th anniversary, all the products offered have become exciting and special, bringing a new spirit and a younger vibe. This reflects Telkomsel's presence through its loyalty program, Ekstra Gembira, which is expected to bring renewal in maintaining customer loyalty. Before the 30th anniversary, the concept

used was “Maju Serentak, Berikan Dampak” (Advance Together, Make an Impact), where the products offered were premium offerings. The 30th-anniversary concept, Majukan Indonesia (Advance Indonesia), carries the spirit of advancing the nation of Indonesia through Telkomsel's diverse products and programs, with special offers. This is emphasized in the key visual concept, which is more dynamic and attractive, with vibrant color compositions, models, and messages conveyed in a unified image.

Various products with special offers will encourage Telkomsel customers to make purchases amidst the competition from other brands offering similar products. Therefore, Telkomsel consistently offers a loyalty program aimed at maintaining the loyalty of customers who have faithfully trusted Telkomsel's products. The loyalty program is an after-sales initiative offered to all Telkomsel customers, adjusted according to their membership status. Telkomsel Poin is a program that accumulates points from each product transaction, such as purchasing data packages, game packages, video packages, buying credit, international roaming packages, subscribing to Halo cards, subscribing to Indihome, or using internet data. The accumulation of these points makes it easier for Telkomsel customers to collect Telkomsel Poin and have the chance to win rewards through the program. The loyalty program offers various products, programs, events, and abundant benefits, providing a great opportunity for customers to participate without any specific requirements.

The loyalty program, based on Telkomsel Poin, will result in various Poin-based programs, allowing customers to select and participate in programs tailored to their needs and the available points. By joining the Telkomsel Poin program during Telkomsel's 30th anniversary, customers can happily participate in the program offered throughout 2025.

One of the most popular loyalty programs that many customers participate in is the Ekstra Gembira program, where customers can exchange their accumulated points to receive additional data quota based on the program's offer. This encourages Telkomsel customers to use and redeem their points so that they do not expire by the end of the year. The extra quota offered through customer loyalty helps retain customers for a longer period and maintains their loyalty.

The key visual program Ekstra Gembira in the previous edition brought a different touch to Ramadan compared to its later editions. The color elements used are primary colors, which represent joy, optimism, positivity, and elegance. The use of

bright colors with impactful effects serves as a distinguishing factor from other programs, giving Ekstra Gembira a strong identity. The use of neon green in the background reflects a bright, glowing color that draws attention to the other objects in the image. The implementation of neon green is generally shown throughout, but the color is slightly darkened at the edges by reducing its composition percentage. The background's green color is applied with a gradient composition and combined with turquoise, resulting in complementary colors that strengthen one another. The number "50" and the letters "GB" use a gold color, with a slight black gradient at the top of each character, creating an elegant look. The text "Ekstra Gembira" is in white to create a contrast with other texts. The border surrounding "Ekstra Gembira" is in purple to emphasize the headline. The phrase "Ekstra Hapi" is in blue to create a clear contrast with the headline text and other copy. Specifically, the word "Ekstra" is in bright blue to emphasize it as an added product feature, differentiating it from the word "Hapi," which is in dark blue to separate the two terms. The use of white around "Ekstra Hapi" makes it appear illuminated and prominent when read.

In the background of the words Ekstra Kuota, blue is used to symbolize loyalty and optimism in hopes of receiving the offered product. The phrase "Tingkatkan Terus Transaksimu, Dapatkan Ekstra Kuota" uses white to create contrast with the subheadline. The white color alternates with the white of the headline to keep the reader's attention focused and avoid monotony, ensuring good readability as the sentence consists of two lines. For ornamental elements, gold is used as a symbol of the Ekstra Gembira product identity, representing victory. The use of gold reflects success and achievement, symbolizing the winning colors directed at all Telkomsel customers. The color of the podium in the image is white, providing neutrality against other bright-colored objects so that the overall visual is not too flashy. The Telkomsel logo does not use blue, red, or green to maintain harmony with the white letters of other components.

The font used in the design is Telkomsel Batik Sains, with a formal but not rigid character, reflecting that the font is not stiff, keeping the product corporate but still friendly. The name of the program Ekstra Gembira uses the Ravie font, with a wavy, undulating style that reflects a joyful and celebratory atmosphere, symbolizing the happiness around the program offering limited internet quota through the Telkomsel Poin mechanism. The up-and-down style of the font evokes a relaxed, cheerful, and informal feeling. The letters of Ekstra Gembira are bold, ensuring the program's name

stands out as a program eagerly awaited by Telkomsel customers every month. The letters are very tightly spaced, signifying the continuous nature of the Ekstra Gembira program and the ongoing hope to acquire Telkomsel products. The font size for the headline is set to 16 so that it is not too large compared to the subheadline or other text. Additionally, the font is not in capital letters to avoid stiffness but to maintain the joyfulness of the program. The Ekstra Gembira text is arranged in two lines, making it fit better and creating a distinct identity for the program name, different from the longer subheadline.

The font for Ekstra Hapi uses Telkomsel Batik Sains with a size of 12 to match the available space. It is not in capital letters but is bolded to maintain consistency with the program's name, forming a unified identity. The font rises from left to right to follow the reading rhythm and focus attention. The text for "Tingkatkan Terus Transaksimu, Dapatkan Ekstra Kuota" also uses Telkomsel Batik Sains with a size of 12 because the message is long and split into two lines. It is not sized at 14 or larger to avoid distracting from the "50GB" text.

The font for the number 50 and the word "GB" still uses the Telkomsel Batik Sains font, but with a larger size of 28 and 16, which impacts the visual effect of the offer. The 28-size font for the number 50 makes the offer very clear and dominates the message within the image. Telkomsel customers will immediately consider that the number 50 represents something special, while the "GB" text is in uppercase to emphasize the internet data quota unit being offered. The spacing between the letters is sufficient, and the text is bold and displayed horizontally without any special treatment. The outer border around the letters is given a golden color. The phrase "Tukar 1 Poin" uses a font size of 9 as additional information in the lower column, with the MyTelkomsel logo in bold.

The illustrations in the image are divided into several types, each serving a different purpose but still forming a strong unity with the "Ekstra Gembira" theme. The scattered illustrations include star shapes, boxes, ribbon pieces, and hanging lights with varying sizes to help concentrate on the message being conveyed. The images are made small and resemble fragments spread in various directions from top to bottom. The spacing between the illustrations is kept wide to avoid a crowded effect, ensuring they do not overwhelm the entire image. The lighting illustrations represent a warm atmosphere without being overly flashy, indicating the uniqueness of the program. The

podium illustration is designed like a round stage that functions as a container to showcase the 50 GB product as a guest star in the program. The informational columns, such as Telkomsel Poin, Tukar 1 Poin, and MyTelkomsel, use slanted trapezoid shapes but are altered to curves, avoiding rigid separations while distinguishing each piece of information for easy understanding by customers.

The layout of the image focuses on the center with a 50:50 ratio, creating a flow from top to bottom for the program name, subheadline, and program copy. Illustrations like the stars, ribbons, and lights are placed on the left and right sides to balance the design and not interfere with the central information. The Telkomsel logo is positioned at the top right as a standard placement and is placed higher than the Ekstra Gembira program name. The Telkom logo is placed at the bottom right, aligned with the Telkomsel logo. The terms and conditions information is on the left side, while the information about Telkomsel Poin, Tukar 1 Poin, and MyTelkomsel appears below in the same zone.

For the key visual of Ekstra Gembira in celebration of Telkomsel's 30th anniversary, the concept of "Indonesia Maju" (Advanced Indonesia) is reflected through the inclusion of a model photo in the image. The colors in the image are bright and energetic, but not overly flashy—remaining elegant. The font used is Poppins, which appears both formal and casual, symbolizing that Telkomsel has matured as a corporation while retaining youthful elements. The "#Hepi 30 Tahun" text uses a font size of 14, which should not be higher than the size of the Ekstra Gembira program name (16). The phrase "Tingkatkan terus transaksimu dapatkan ekstra kuota" uses a font size of 12 to create a subtle difference from other copy. The letter spacing is kept tight to avoid the text looking separated, with a flowing wave-like pattern, but not as extreme as the Ekstra Gembira text. The number "50" uses a font size of 22 to avoid it dominating, while "GB" is in font size 18, making it half the size of the number 50. The "50GB" text is bold with a shadow effect on the back right, giving the offer a strong visual impact without feeling like a cheap sales tactic, maintaining an elegant or high-class appearance.

The colors used in the 30th anniversary edition of Telkomsel are blue, symbolizing technological advancement, and red, representing Telkomsel's identity. The background color uses a light blue that signifies freshness, reliability, and technology, reflecting Telkomsel's spirit in building the nation of Indonesia. The blue

color at the top resembles the sky, representing Telkomsel's modern services and products accompanied by the latest technology. The blue color at the bottom resembles clear ocean water, symbolizing Telkomsel's presence throughout the country, even across islands, uniting the entire nation with its services. The text color for "50GB" is white, providing a bright contrast in the center of the image, with a red background behind the text as a form of emphasis. Additionally, the combination of red and white reflects the product being offered to loyal customers, serving the people of Indonesia.

The illustrations used in the 30th-anniversary edition are implemented minimally so that the celebratory ribbon elements are not too overwhelming, yet still present. The scattered ribbon illustrations are minimal and function as an aesthetic element to commemorate Telkomsel's 30th anniversary. Additionally, there are illustrations of stacked lines forming a structure resembling a wide antenna transmitter surface. The thin lines resemble channels, moving dynamically and continuously connecting with each other. Behind the "Ekstra Gembira" text, there is light radiating a silhouette effect to indicate to customers that this is the Ekstra Gembira program. At the bottom, there is a line resembling white light to keep the focus on the product. The podium illustration is not used in this version but has been replaced with a vast, open surface.

The model used is a young woman with a sporty and energetic style, reflecting the person who embodies the Ekstra Gembira program. She is standing in a gentle pose, with her finger pointing to the "Ekstra Gembira" text. The model's appearance shows a calm and simple pose with a peaceful expression. The photo is taken from the waist up, with a slight smile, and she wears a cheerful green jacket.

The layout is in a 40:60 ratio, with the left side featuring the photo of the model and the right side displaying the program information. The program name, subheadline, and "50GB" are grouped together on the right side to align with the reading pattern of the customer. The "50GB" text is aligned horizontally rather than stacked in two lines, to show a cohesive, inseparable message. Additionally, the text is placed next to the model, at waist height, to optimize the reading hierarchy from top to bottom.



Figure 1. Extra Happy version Regular version



Figure 2. Extra Joy 30th Anniversary Version of Telkomsel

CONCLUSION

Based on the key visual analysis of the Ekstra Gembira program, it can be concluded that the use of color in the image will be related to the identity of the loyalty program so that it can be clearly distinguished. Of course, this can be reflected in the elements of visual communication design such as letters, colors, illustrations and layouts that are displayed in the form of complete images. The Ekstra Gembira concept is reflected in the combination and composition of designs that are full of joy due to the offer of data quota with large letters, thus creating a spirit of participation in the loyalty program. The illustration element also influences the strength of the image in the form of optimistic hope.

Overall, the elements of visual communication design are able to produce a message that is full of confidence that Telkomsel customers can participate in the Ekstra Gembira program through the Telkomsel Points mechanism. The presence of model

photos will strengthen the Ekstra Gembira program which is identical to the offer of extra quota. The cheerful atmosphere is reflected in the colors on the background and letters and even gradation.

Bibliography

- Abdullah, H. M. M. & Ma'ruf, D. R. (2016) *Manajemen Komunikasi Periklanan* Yogyakarta: Aswaja Pressindo
- Kristiyono, J. (2022) *Konvergensi Media* Jakarta: Kencana
- Latief, R. & Utud, Y. (2015) *Siaran Televisi Non Drama* Jakarta: Prenada Media
- Morissan (2014) *Periklanan Komunikasi Pemasaran Terpadu* Jakarta: Prenadamedia Group
- Mulyana, D. (2016) *Ilmu Komunikasi Suatu Pengantar* Bandung: Remaja Rosdakarya
- Nasrullah, R. (2018) *Khalayak Media* Bandung: Simbiosis Rekatama Medi
- Nugroho, S. (2015) *Manajemen Warna dan Desain* Jakarta: Andioffset
- Ortiz, C. D. (2019) *Social Media Success For Every Brand* Jakarta: Buana Ilmu Populer
- Luik, J. (2020) *Media Baru Sebuah Pengantar* Jakarta: Kencana
- Wahyuni, H. I. (2020) *Kebijakan Media Baru Di Indonesia* Yogyakarta: Gajah Mada University Press