

# A Study on the Communication Methods of Designing On-Air Promotion System

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## **Abstract**

*Designing on-air promotion is very important role of communicate with target audiences within television network system. As competition within the different television network as the role and importance of marketing plan in order to have a fixed the viewers. Moreover, it become more complex and need a variety of method of frameworks need to access toward of target audiences. Beside, on-air promotion change in broadcasting network system in order to keep rating of watching television program. It also directly influences not only television network positioning themselves, but also keep the target audiences. Therefore, this paper will focus on how on-air promotion works for tool of promotion in television network system, and look at the structure of frameworks as design of communication methods.*

**Keywords:** *On-Air Promotion, Electronic Information, Communication*

## **1. Introduction**

As television network system increased, on-air promotion become essential to promote the contents of program not only air but also new media such as web and smart media. Making on-air promotion is very important role of promote itself as well as gathering to have chance to present many different aspects of target audiences. The characteristic of on-air promotions to presents a variety of designs of frameworks in television network system as an aggressively marketing into the target audiences as a competitors.

On-air promotion has impact of target audiences because it can be viewed as important message of television program with time schedule whether they watching on television. But, most television network system to present on-air promotion as useful marketing methods to runs spot time on air. However, most major television network system has plenty of television programs with a variety of genre of program that it has to be able to communicate with a different aspect of target audiences. In contrast, television network system willing to provides on-air promotion as much as can possible to prepare on air time as well as other media.

Designing on-air promotion is very important role of communicate with a target audiences in order to have more house-hold as the fixed spectators. Moreover, it can be more often to present effectively to use technical methods of frameworks. The reason why television network system willing to pay more to making on-air promotion is that persuade the target audience to watching their programs, and making profit from commercial industry. By the time, designing on-air promotion has a variety form and structure of frameworks very effectively to present into target audiences. Because most target audiences pre-selected main channel of programs rather than all the channels [1, 10].

As a matter of fact that most television network system always focus on the target audience in order to selling their brand image with promotion plan into the target audiences. Beside, on-air promotion runs daily of time schedule with spot time that trying to reach the target audiences. The function of making on-air promotion become more intensively works not only communication method of storytelling of program contents, but also directly contact with viewer during air time. Therefore, this study will focus the characteristics of on-air promotion and frameworks of designing system.

## **2. Theoretical Background**

### **2.1 The characteristics of on-air promotion**

The characteristics of on-air promotion have developed as a communication method of frameworks to be able to reaching the target audiences. The representative form of on-air promotion and trailers generally made for particular program's viewership rise primarily a program of promotional spot for about 15 seconds or 30 seconds, 1minutes, and so on [2]. Designing of on-air promotion use by digital technology, especially non-linear editing system with high-level of design capabilities and advanced production system. Moreover, most television network system runs on-air promotion department by OAPD (producer of on-air promotion). Making on-air promotion has to perform a variety of packages such as title of programs, spot commercials, and teaser program.

The reason why on-air promotion currently makes a variety of frameworks is not only reaching the target audiences, but also competing television network system each others. Besides, it is very important that on-air promotion has motivated for the selection of the channel and motivation of watching the programs from many different aspect of viewers. Therefore, it is very important role of gathering viewers, maintains the viewer's to be able to secure, and to built on brand image of program as a guideline of motivation to watching on television program [3]. It also requires that get rid of viewing habit throughout more aggressive promotion plan to reach the target audiences [4].

Most television network system makes use of on-air promotion and produces their air- time. Most on-air promos frequently make their own material of footages. It consists of a variety of contents of program with visual announcement of television program information with storytelling with time schedules in order to keep the target audiences. Therefore, the process of on-air promo always deals with main target audience with many different aspects of frameworks.

On-air promotion has a variety of framework to designing to produce using non-linear editing system including 2D and 3D. It dealing with the various channel frameworks, including station ID with logos is place on top of the comer of screen. And, introduce the following program, trailers, and making title and spot program by OAPD. These work dealing with graphic works to produce the maximizing the self-produce by OAPD.

### **2.2 Designing of on-air promotion as framework**

Most television network system has a promotion team that runs designing of on-air promotion always dealing with frameworks. The structure of framework is very important to prepare the image position of ratio of frameworks in order to present the variety of information both image and text of design. However, the ideals of new concept of design of framework need to maintain that reaching the viewers in order to become target audiences. In general, television network system has a three goal of viewers to inform, to persuade, to

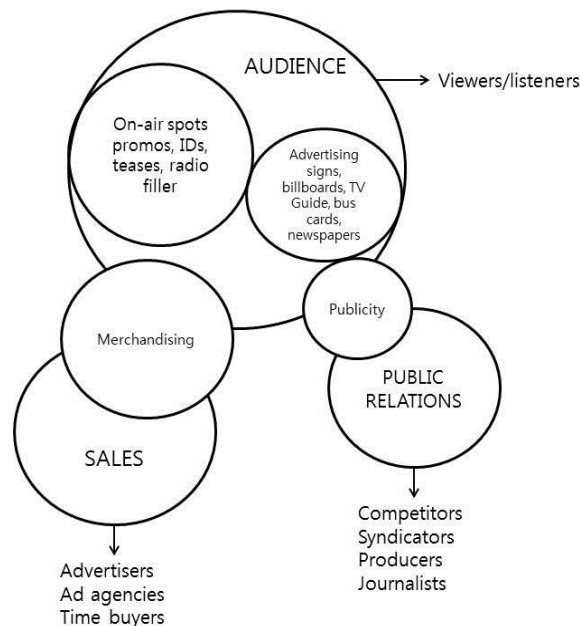
remind the channel of programs [5]. This means, it has to be able to reaching the viewer in a short period time that it called spot commercial.

The importance of designing of framework is to prepare the specification of television graphics component with aspect of ratio. The aspect of ratio divided between scanning and essential areas. Most design graphic materials including image and text must to display on essential area of frameworks. Therefore, information density and readability is very important role into the viewers because the plenty of information has to reaching the viewers. However, the structure of on-air promotion mostly works non-linear position to process within the aspect of ratio versus artistic design to display.

To deal with the viewers using on-air promotion during spot time is very important to hold before switch the channel. So, it has to designing an intensively visual impression in order to establish the core image building. In case of advertisement always to present specifically and strongly stimulate the strong image modified. On-air promotion also has to right designing of frameworks in order to telling information both images with text to express toward of viewers in terms of specific communication method.

### 2.3. The effectiveness of on-air promotion

The goal of on-air promotion uses the effects of program promotions using prime-time on scheduling. This means, television network system use a various time to sending an on-air promo in order to have a chance to reach the viewers. To deal with making on-air promotions is very important not only use valuable time, but also each television network system has a goal of focus on the target audiences.



**Figure 1. Form of Promotion in Broadcasting**

The effects of on-air promotion are how to design of framework as well as how to organize the on-air promo by the planning. So the information of on-air promo has a certain type of format need to reaching the viewers during spot time schedules. The rating of on-air promotion has been increased by the time viewers watching on television program. The

elements of on-air promotion have a various form and structure of designing of framework fully aware of the viewers. For example, it has a station and channel ID, spotlight logo, highlight the program information, following program information, special program information, and time schedules.

Eastman states that promotion is the overall term for the type of making used in the broadcasting and cable industries [6]. In general, most television network system use both on air and web in order to have a chance to reach the viewers. Recently, using web on the promo is very special tools that interpersonal communicate with viewers and become the target audiences. They eager to participate with having a variety of program information and mutually interact with television network system using such as VOD and reply on their opinions. For instance, when television network system reorganization of new season of program, making on-air promo is very important to reach the viewers to be able to awareness of new season's of program.

### 3. Evaluation of On-Air Promotion

#### 3.1. The system of on-air promotion

The non-linear editing system brought the various ways to make on-air promo such as station logo, station ID, and program title. One of the most important things is that non-linear editing system rapidly changed into one-man-produce for post-production system. It also occur special position of job area, which called OAPD. The process of making on-air promo with non-linear editing system given a variety of software includes 2D/3D, motion graphics with special tools.

Figure 2 shows that workstation of non-linear editing system is easy to digitizing directly into computer to make on-air promo easily rather than linear editing system. For instance, the most technical difference between linear and non-linear editing system is that non-linear editing system in variety of direction to present on-air promotion, and thus requires only computer system as bellows on Figure 1 non-linear editing system.

Non-linear editing system also features digital video compression and transfer into database system without losing resolution of picture qualities. Most important thing is that non-linear editing system allows one-man-produced, especially post-production. One of the biggest feature is to record the compress solidification directly into footage, and save it to hard disk. Therefore, most of on-air promotion runs by non-linear editing system with a variety of computer graphics of works such as promos, fillers, IDs with their own air time.

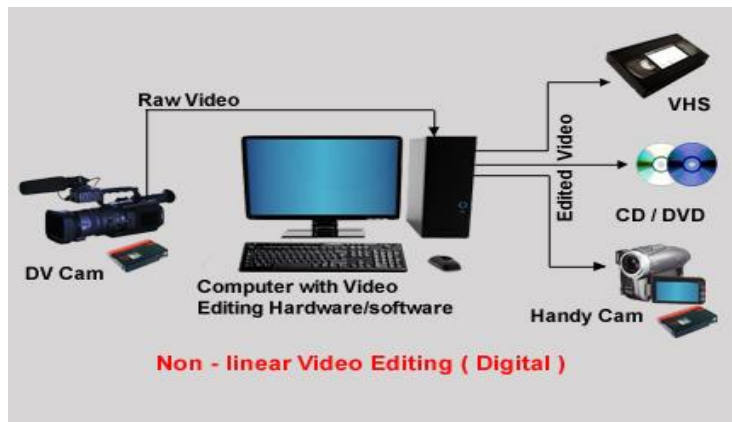


Figure 2. Non-linear editing system

### 3.2. Station logo

A logo is the graphic identifier of a network, station, or company – a two-dimensional that represents the name of the company in abbreviated form [7, 11]. Most television network system uses in various style of logo in order to use their own identity of symbolic values of signs. According to Figure 3 station logo showed that to use the interesting concept of image with different aspects of color with memorable way to presents on-air. However, it is requiring that should appeal not only on-air, but also during program on the air in order to reach the viewers to see them to recognize the station identification.

The reinforcement of station logo is the goal of inactive communicates with viewers that have chance to become a target audience. For instance, each television network system has to use cognitive methods to presents their symbolic value of station logo in order to telling an essential image toward of viewers. Figure 3 station logo showed the different aspect to use 2D images to approach the viewers. Therefore, when viewer watching on television, they recognized right channel with programs.

Station log is a concise, visually identifiable signature representing a network, station, or programming service. According to Eastman, It success depends on distinctiveness in the marketplace, consistent, repetitive usage, effective associations between the logo and various selling message on half of station, and clarity of communication within 2 or 3 seconds [8]. Therefore, station logo has a component of basic technique of on-air promotion as a promo.



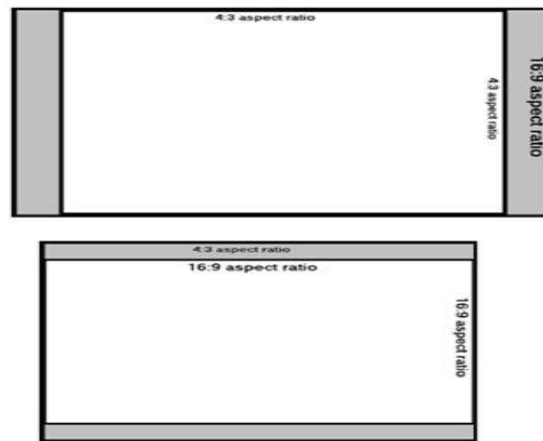
Figure 3. Station logo

### 3.3. The style of on-air promotion

The best way to make a picture composition of television program is that appeals the viewers to recognized the right information of television program. The framework of on-air promotion has a different aspect to presents, such as spot commercial, program filler, channel ID, station ID, program trailer, and next program trailer. However, designing and using television graphics has to keep in mind that in terms of using the aspect of ratio. Which frameworks of using a variety of graphic works require the specifications with the components of frame as well as esthetic value of framework is very important fact.

The function of advertising and promotion in television is to let audiences know what is on the air in an interesting and memorable way [9, 12]. As a matter of fact that television frame has a limited aspect of ratio to express the number of text information. For example, the size of text must fit in the essential area of frame with picture images in order to communicate the viewers. Figure 3 the aspect of ratio shows that television screen both to using 4:3, and 16:9

size of screen, therefore, framework of designing of on-air promo should be viewed as message of program, but also viewers whom are aimed.



**Figure 4. The aspect of ratio**

### **3.4. Analysis of story content of on-air promotion**

On-air promotion gives the message that the component elements of program information. It has certain purpose of appeals towards of viewers in order to producing an individual that become a target audience to see the television program. Perhaps there is an alternative to viewers should be processes such as interaction of entertainment as well as implied message of television information what they want to watching every single day of life.

The textual analysis of on-air promotion with CSI (Figure 5) has story content of message, which considered storytelling with time schedule. The story typical of on-air promo always dealing with demographics during air time whom watching on television program. On-air promo from CSI has the formula that notified the day and time, story structure, voice-over narration, and channel ID. CSI on-air promo also included those components of story structure.

The components of story structure have three parts of beginning, middle, and end. It is referred to as act one, act two, and act three. CSI on-air promo has three act structures. The beginning of act one come the notified the day and time to present as the hook as the first sequence of framework. Figure 5 CSI on-air promo showed as below that time schedule comes toward of viewers to introduce new series of episode with voice-over narration and sub-title of description as the role of act two. Finally, act three reminded time schedule with channel ID come toward the viewers end [13].

The CSI on-air promo took from symbolic values of iconography as a value of images. Icon of CSI has both extra and intra textual to appeal. Extra-textual icons are general social experience when we see a character who wearing sunglass as a cop and scene of crime to present the physical appearance as value of story content. What character wear effect on the performance and create the plausibility. The framework of CSI on-air promo uses of montage with associate editing. Associative editing join two shots together and create unity from them, therefore, it uses the cut shift the scene from one place to another to show parallel or converging event happening simultaneously to produce image with information of text. In contrast, most on-air promo doesn't use long take editing because maintain the time consuming to present the story line. Moreover, it is very important for viewers pay attention

by the cut of scene with jumping to another shot. Important character of CSI also representing shot of close-up.

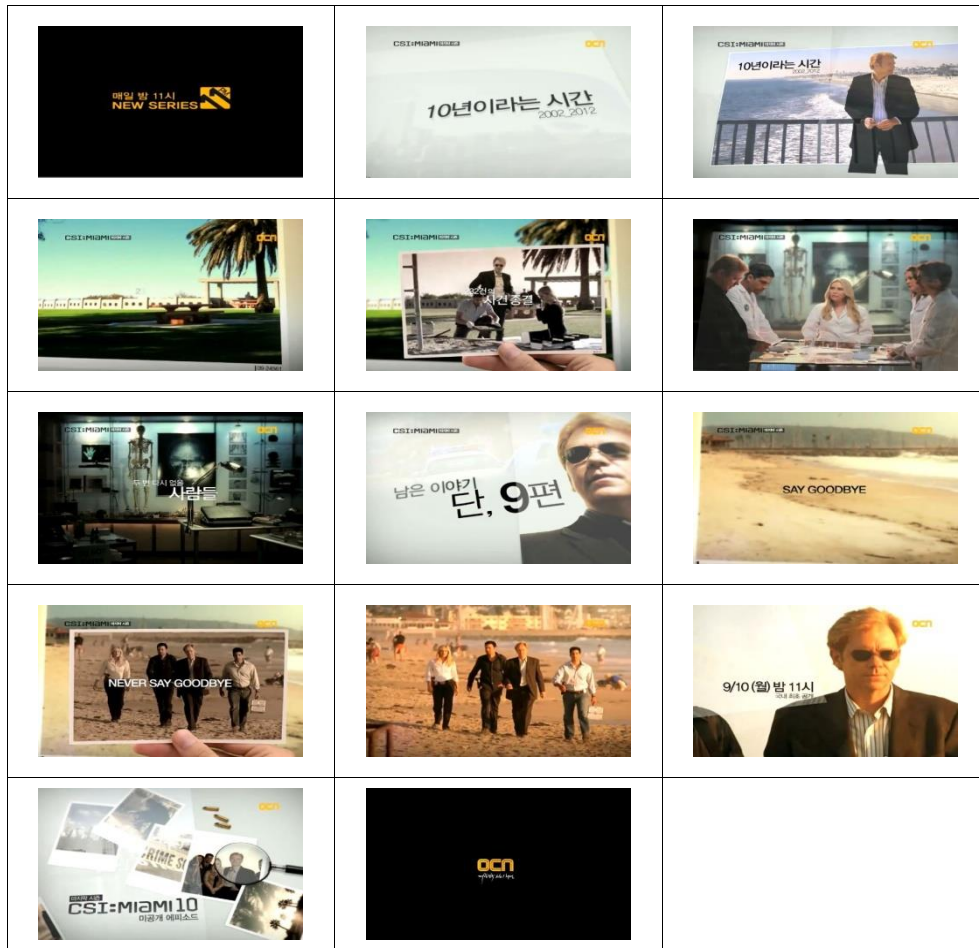


Figure 5. The Style of On-air promotion (CSI)

#### 4. Conclusion

Most television network system tried to hold viewers any time period in order to keep house-hold as a target audience as well as keep on-air promo scheduling. The point is that on-air promo deals with different aspect of viewers which focus on demographics during air time, therefore, most television network system makes a simple on-air promo to run as spot commercials. They make efforts into viewers to have a chance to watching television program and emphasizing the storytelling with program information.

On-air promo is usually given in static composition; the sequences are usually shot with dynamic composition. For instance, the static and dynamic editing skill to focus on making on-air promo in order to keep attention on the TV screen or viewers encouraged to choose plot of programs. It has also dimension of rhythm and tempo which relates with sound track with voice-over narration and text information. Beside, the style of delivery notice that attempts to manipulate the frameworks.

All these considered, on-air promotion have very important message when viewers have a chance to get essential information of television program. All on-air promotion has a point of

view and the implied storyteller as communication methods to present a variety of on-air promos. On the other hand, the key message to present on-air promo offered not only the people to whom viewers aimed the television program, but also each television network system has to concerns the number of programs to compete with others. Therefore, television network system more likely to make powerful on-air promo and focus on target audiences.

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