



## THE EFFECT OF VISUAL COMMUNICATION ON "CANTIK FEST" IN TOKOPEDIA TOWARDS BUYING INTEREST OF FEMALE CONSUMER IN JAKARTA

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### Abstract

The purpose of this research is to find out and get an idea about the effect of visual communication "Cantik Fest" which is expressed in the form of a banner on the homepage of the Tokopedia application towards buying interest of female consumers in Jakarta. This study uses stimulus-response theory and visual communication to explain the stimulus received through the "Cantik Fest" banner can cause a response, it is interest to buying products. This study uses a quantitative method with a sampling technique that is purposive sampling. The data collection technique was through distributing questionnaires to female residents in the Jakarta area who had the Tokopedia online shopping application as many as 99 respondents. The data analysis technique used in this research is, simple linear regression analysis, f-test, t-test, and coefficient of determination. The results obtained from the data analysis test in this study indicate that the variable X (visual communication) affects the variable Y (buying interest), declared that there is an influence of visual communication "Cantik Fest" on Tokopedia towards buying interest of female consumers in Jakarta. This is indicated by the results of the study of visual communication variables affecting the buying interest variable by 88.9%. The conclusion of this study by testing 99 respondents to female residents in Jakarta who have the Tokopedia application, it is stated that there is an effect of "Cantik Fest" visual communication conducted by PT. Tokopedia towards buying interest of female consumers in Jakarta.

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## INTRODUCTION

As time goes by, technological developments are growing so fast and this makes every human being inevitably have to adapt to these circumstances. Existing technological developments encourage companies to adapt in order to survive so that many digital startups or start-up companies appear. The use of the internet today has become a must for both companies and humans. Every company that wants to expand its marketing reach, must have a platform, which is a vehicle for promotion and transactions for a company.

Based on the results of a research survey, the Ministry of Communication and Information (KOMINFO) noted that Internet users in Indonesia have reached 63 million people. At the beginning of 2021, it was reported on Kompas.com media, it was explained that internet users in Indonesia increased by 15.5% compared to 2020 and had reached 202.6 million people. In addition, it is also reported that the activity that is most favored by users is playing social media. Regarding the report from KOMINFO above, for the people of Indonesia, Smartphones are the most popular and favorite devices, from 16 to 64 years old. The percentage who owns a mobile phone is 98.3%, with the duration of using the community to spend an average of 8 hours 52 minutes. The report was released in a report titled "Digital 2021" by content management service HootSuite in collaboration with social media marketing agency We Are Social. Therefore, it can be concluded that Indonesia is the largest mobile phone and internet user in the world and besides that the Indonesian people also have a very high consumptive spirit.

The presence of the Covid-19 pandemic has also affected every human being, both in communicating and transacting. With the implementation of working from home or known as Work From Home (WFH) as one of the efforts implemented by the government to prevent the transmission of the Covid-19 virus, many Indonesians have become accustomed to spending their daily lives at home. In the past, trade was only carried out through face-to-face meetings, now with the presence of the internet, trade has begun to be carried out without face-to-face. For example, consumers who usually shop regularly at markets, supermarkets, malls, or other shopping centers, are now facilitated by technological advances where consumers can shop online or do online shopping anywhere and anytime through the E-Commerce platform. Now consumers can make purchases of daily necessities and other needs only through gadgets. With the internet, the marketing and sales process can be done anytime and anywhere without being bound by space and time.

Electronic commerce or e-commerce is all buying and selling activities carried out through electronic media. According to Adi Nugroho (2006:1), electronic commerce (E-commerce) is a new concept that can be described as the process of buying and selling goods or services on the world wide web internet or exchanging products, services and information

through information networks including the internet. Nowadays, companies that have types of e-commerce or e-commerce businesses are competing to become providers of necessities for the people in Indonesia, one of which is Tokopedia. PT. Tokopedia is one of the largest digital-based buying and selling companies in Indonesia. Since it was officially launched, PT. Tokopedia has succeeded in becoming one of the fastest growing Indonesian internet companies. PT. Tokopedia is an internet company that allows every individual and business owner in Indonesia to develop and manage their online business easily and for free, while enabling a safer and more convenient online shopping experience. PT. Tokopedia believes that the marketplace is the most beautiful business model in the world, because the success of a marketplace can only be achieved by making other people more successful.

PT. Tokopedia has one of the biggest campaigns, "Cantik Fest" since June 2021. This campaign is designed for women who want to look beautiful both for themselves and the environment. "Cantik Fest" is held every month on the 1st – 8th with a variety of beautiful products & very interesting promos. One of the most important things that the "Cantik Fest" campaign pays attention to is building visual communication which is usually expressed in the form of banners and carousels.

Because consumers cannot see and hold directly the original products offered in a business that uses internet technology, the business owner should be good at utilizing the supporting programs provided in the technology to build communication between the company owner and consumers so as to minimize misunderstandings. This is called Visual Communication. According to (Adi Kusrianto, 2007:10) Visual communication is communication that uses visual language, where the basic elements of visual language (which is the main force in delivering messages) are everything that can be seen and can be used to convey meaning, meaning, or messages. Communication is built by convincing consumers of the message in the campaign or advertisement that is easy to remember with the help of visuals. The visualization used in the campaign is intended to facilitate brand recognition, evoke memories and stimulate interest in the targeted segment. Visualization must also produce positive associations to produce the desired impact. Usually, visual communication also considers several things, such as being simple and easy to understand, unique, clear, and able to target the emotions of the audience. In addition to developing an efficient and easy-to-use application or website provided by Tokopedia, visual communication that is poured into a poster or banner can be found on the homepage or on the home page of the Tokopedia website and application which is also one of Tokopedia's efforts to reach customers. who see the design to stimulate buying interest so that consumers can make transactions or purchases.

According to Rosian Anwar & Wijaya Adidarma (2016: 155-168), buying interest made with online media is a person's desire to buy a product offered by producers to consumers through online media. The proliferation of e-commerce platforms in Indonesia has forced each platform to deploy all of its strategies, capabilities, and uniqueness to increase traffic, visits and sales from the pelapak partners who work with them, both in terms of website appearance and price, because buyers can only deal with companies through websites and prices are certainly factors that are highly considered by consumers before shopping online.

Purchase intention is the tendency to feel attracted or compelled to carry out activities to obtain and own goods and services. The factor of visual communication in the banner display contained in the Tokopedia application is related to how prospective buyers will be interested in shopping online. Usually when a prospective buyer first sees the appearance of a website or application, especially on the homepage which displays a home page banner - this can stimulate buying interest from potential buyers to make transactions online. In the process of shopping online, this banner is a way for companies to communicate with potential buyers. The information presented, the quality and also the appearance shown to potential buyers are factors in building trust and buying interest. Therefore, its appearance and structure can either encourage or discourage purchase. If the communication built by the company displays information with a good structure and quality, then it can build trust and stimulate buying interest from potential buyers for the products offered.

To attract a wider range of consumers, PT. Tokopedia has also created many campaigns that have specific objectives. With the categories of Technology, Household, Mother and Child, Food, Beauty, and so on. Based on the Indonesian e-Commerce Consumer Behavior Report, said Data Insight 2021, women are the main contribution to the development of e-commerce in Indonesia. Where in a year, the average woman in Indonesia transacts 1-4 times a month with an average transaction value of 150 thousand rupiah. Female consumers are also said to make more purchases than men in one transaction. Based on the results of a survey from Markplus in 2019 and research conducted by Kredivo and the Katadata Insight Center, it shows that women in Indonesia have an impulsive tendency when shopping. In addition, more transactions in e-commerce are carried out by women than by men.

Based on this background, researchers are interested in conducting this research and analyzing how much visual communication can influence the buying interest of female consumers in Jakarta. For this reason, the researcher entitled the research "The Effect of Visual Communication "Cantik Fest" on Tokopedia towards Buying Interest of Female Consumers in Jakarta".

## **LITERATURE REVIEW**

### **Behaviorism Theory**

Behaviorism theory was originally introduced by John B. Watson in 1878-1958. Behaviorism theory is a theory that studies behavior, behaviorism is better known as learning theory. This is because all human behavior is the result of learning through the reinforcement process. Learning is due to the interaction between stimulus and response. (Slavin, 2000:143).

Learning is the formation of associations between events called stimulus (S) and response (R). Stimulus is a change from the external environment which is a sign to activate the organism to act or act, then the response is any behavior that is caused by the stimulus. (Thorndike, in Sugihartono 2007:91).

Behaviorism does not question whether humans are good or bad, rational or emotional, behaviorism only wants to know how their behavior is controlled by environmental factors, so that humans are seen as creatures who always try to understand their environment and creatures who always think (*homo sapiens*). This theory assumes that human behavior is considered like a machine, so that the concept of a human machine (*homo mechanicus*) arises, namely how human behavior is driven, regulated and controlled by environmental factors. (Sham, 2011:75-76).

The environment is an important factor in the formation of humans and the environment will also determine the direction of development of human behavior through the learning process. According to Skinner, another factor that is considered important by the behavioristic school is the reinforcement factor. If reinforcement is added (positive reinforcement) then the response will be stronger, on the contrary if the response is reduced or removed (negative reinforcement) then the response will be even stronger. (Sugihartono, 2007).

### **Stimulus-Response Theory**

According to Thorndike, a stimulus is anything that can stimulate learning activities such as thoughts, feelings, or other things that can be captured through the senses. Meanwhile, the response is the reaction that is raised by students when learning which is also in the form of thoughts, feelings, or movements (Suardi 2012:12). The stimulus-response model (S-R) is the most basic communication model, this model is influenced by psychological disciplines, especially the behavioristic flow. This model describes the stimulus-response relationship, and this model also shows that communication is an action-reaction process. (Mulyana, 2008).

The stimulus-response model assumes that verbal words (oral and written), non-verbal cues, pictures, and certain actions will stimulate others to respond in a certain way. This process as an exchange or transfer of information or ideas, this process is also reciprocal and has many effects. Each effect can change the next communication act. (Mulyana, 2008). The S-model ignores

communication as a process, especially with regard to human factors. There is an implicit assumption in this S-R model that human behavior (response) can be predicted. In short, communication is considered static. Humans are considered to behave because of external forces (stimulus), not based on their will, desire or free will. (Mulyadi, 2008).

### Visual Communication

Visual communication consists of two words, communication and visual. Communication is the exchange of messages from one person (communicator) to another (communicant) through media channels by generating certain feedback. While the visual is something that can be seen through the sense of sight (eyes). From these two understandings, visual communication can be interpreted as a process of exchanging visual messages between communicators and communicants by producing certain feedback. Visual communication is any form of message that stimulates the sense of sight that is understood by the person who witnessed it. (Martin Lester, in Andhita 2021:3).

Visual communication includes the working mechanism of the visual senses that captures the impression of a visual object. Furthermore, these impressions will be transmitted to the brain to produce interpretations of certain meanings. In visual communication the process of exchanging messages involves symbols, letters, colors, photos, images, graphics and other visual elements through certain media variants that have certain interpretations of meaning.

Delivering a message visually means using visual elements. The elements of visual communication are as follows:

a. Shape

Shape comes from merging lines. For example triangles, squares, circles and others.

b. Color

Any shape or object in nature must have a color when there is light. Color is also a visual element that is most easily caught by the human eye. Color is a phenomenon of vibrations / waves received by the sense of sight (Nugroho, 2015: 22). Color is the element that is easiest to make an impression on feelings, so it is the most familiar to humans. Color has the ability to communicate many things to consumers. Color is also often associated with certain events. This association relates to something that is learned, such as culture, traditions and customs.

c. Illustration

Illustration is a field of art that specializes in the use of non-photographic images for visualization (Maria, 2018:36). In other words, the illustration meant here is a manually

generated image. By definition, illustration is the art of drawing that is used to visually explain an intention or purpose.

d. Layout

Layout (layout) can be described as the layout of design elements to a field in a certain media to support the concept/message it carries. Different layouts can convey different impressions of a product. (Rustan, 2017:1).

e. Typography

Typography is the art of arranging letters so that they can be read but still have design value. Typography is used as a method to translate words (spoken) into written (visual) form (Maria, 2018:31).

The function of this visual language is to communicate ideas, stories and information through all forms of media, from clothing labels, traffic signs, posters, books, newspapers and magazines. Therefore, the work of a typographer (typewriter) cannot be separated from all aspects of everyday life.

Typography is one of the elements of visual communication design to form words and then form sentences/texts. Typography comes from Latin, namely from the word *typos* which means prints, shapes and the like and *graphia* which means things about the art of writing. There is also a mention as a symbol of sound or characters. Letters are images of language sounds or commonly referred to as characters.

Typography is the same as arranging letters which is very important in making visual communication design works. From the typography, words are formed which are assembled into text which is known as copywriting. Nowadays, in addition to the widespread use of illustration and photography, typography is still considered a key element in visual communication design. Lack of attention to the influence and importance of typographic elements in a design will confuse the design and function of the design itself.

According to Keith Kenney, professor of communication from SJMC (School of Journalism & Mass Communications) from the University of South Carolina, United States, he explained that visual communication is a process of interaction between humans who express ideas through visual media. The feedback is in the form of understanding the meaning of the recipient of the message as intended by the sender of the message. So, there are two things that need to be considered in visual communication, first, from the communicator's point of view, it is related to how symbols, letters, colors, photos, images, graphics and others are packaged in such a way as to have a certain message content. Second, from the communicant's point of view, how to

interpret the meaning of symbols, letters, colors, photos, images, graphics and others according to what the communicator intended. (Andhita, 2021:3)

### Principles of Visual Logic

Visual communication is arranged as creatively as possible so that it looks beautiful and attractive in the eyes of consumers and can convey messages to consumers. Aesthetics theory states that there are six principles of visual logic. The six principles are: ambiguity and meaning, control of direction, ecological relationship, tensional, unity and realism (Smith, 2005:16). The six principles are as follows:

a. Ambiguity and Meaning

This principle says that "There are no "pictures" in human brain, only individual neuronal responses to different elements in the image. The visual world is therefore always ambiguous (without a single level of meaning that can be clearly explain in words)". This principle means that there is no single meaning for a visual message. Therefore, it must be designed in such a way that its meaning can be understood by each communicant. Although the communicant cannot explain the meaning clearly in words, they understand the meaning of the message conveyed.

b. Control of Direction

The Control of Direction principle states that "there are actions that the image-maker can control about the manner in which the image attains and maintains the viewer's attention and interest and elicits an aesthetics response." There are actions in which the visual maker of the message can control how the image reaches and maintains attention, interest and gets an aesthetic response from the communicant. The action is to choose to emphasize on certain parts of the image that are important and put aside the other side based on the desires, needs and personal expectations that are stored in the communicant.

c. Ecological Relationship (Ecological Relationship)

Between the visual designer (during the process of realizing the idea) and the communicant (during the perception process) both become involved in an intimate reciprocal and ecological relationship with a visual communication design. The designer, through a series of trials, has created the design, and the communicant should empathize with the designer.

d. Tension (Tension)

Visual elements in the flat surface of the image have a tension relationship with each other, with the sides of the image and with the center of the image. All tensions, whether viewed explicitly or understood implicitly, create a beautiful impression and form the basis of the message being communicated. The communicant also views visual messages based on the communicant's life experiences and tensions with their environment.

e. Unity (Unity)

Every effective visual message has the power of visual elements that blend into meaningful and useful patterns beautifully. The unity of the message means the wholeness of the atmosphere or purpose that gives it visual meaning. With unity, the communicant's natural perceptual ability can interpret visual clues to determine the nature and type of visual messages and their relationship to reality.

f. Realism

All visual messages convey some side of reality. To compose a visual message, the author has a set of instructions to use in depth that helps in conveying knowledge of reality. Communicants who are knowledgeable must be able to reinterpret these clues into a meaning. Informing visual communication must consider the media from the reality chosen by the message designer and its aesthetic and affective dimensions created in the communicant.

### **Buying Interest**

Needs and wants in fact are not easy to know. Customers can change their minds at the last second. Of course, marketers expect customers to have a positive attitude that is willing to buy the goods offered. To attract or grow customer buying interest, marketers must first understand how customers make decisions. Consumer buying interest reflects the desire and desire of consumers to buy a product. (Tjiptono, 2015: 140).

Meanwhile, according to other experts, buying interest is how likely consumers are to buy a brand and service or how likely consumers are to move from one brand to another. If the benefits are greater than the sacrifice to get it, the impulse to buy is higher. (Kotler and Keller, 2016: 181). The desire of consumers to buy a product is true. Although it is difficult to describe because of its relationship to the feelings and emotions of the individual. Buying interest here means that consumers have a response that shows their attention, interest, desire and action on the product to make a purchase. It can be said that buying interest is a mental statement from consumers that reflects the purchase of a number of products. Buying interest tends to buy a product that is carried out for a certain period of time and actively whether likes and has a positive attitude towards a product based on past buying experiences or first or initial purchases. The difference between purchases that are actually made for consumers and buying interest. Purchase intention has a tendency to buy again in the future, but the measurement of buying tendency is generally done by maximizing the prediction of the actual purchase itself.

### **AIDA Model**

In this study, buying interest is a process that shows the consumer's response to the product to make a purchase where the response occurs because of the content of the advertising message of a product that consumers pay attention to, through the AIDA model, marketers can learn that there is a buying interest factor in the minds of consumers. Even today's marketing world is trying to build buying interest through attractive promotions.

There are four models of consumer response hierarchy, namely: AIDA model, influence hierarchy model, adoption innovation model, and communication model. All of these models

assume that purchases pass through the cognitive, affective, and behavioral stages (Kotler and Keller, 2016: 814). For more details can be seen in table 1.

**Table 1. Consumer Response Hierarchy Model**

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive Response ↓
Affective Stage	Interest ↓ Desire	Liking ↓ Preference  Conviction	Interest ↓ Evaluations ↓	Attitude ↓ Intention
Behavior Stage	↓ Action	↓ Purchase	Trial ↓ Adoption	↓ Behavior

Sumber : Kotler and Keller (2016:814)

All of these models assume that purchases pass through the cognitive, affective, and behavioral stages. To explain that the buying interest process is through the AIDA stimulus model, namely:

a. Attention

A person's buying interest begins with the stage of attention to a product after hearing or seeing the product being promoted by the company. If the product can attract more attention to consumers, the likelihood of consumers buying is quite high.

b. Interest (Interest)

After getting information about the products promoted by the company, the consumer's interest in the product is generated. If consumers are impressed with the stimuli provided by the company, at this stage there will be a sense of interest in the products offered.

c. Desire (Desire)

After consumers explore the advantages of the product, then at this stage consumers will have the desire and desire to buy the product.

d. Action (Action)

At this stage, consumers have gone through several stages, starting from seeing and hearing a product being promoted, resulting in attention, interest and interest in the product. If there is a strong desire and desire, it will make a decision to buy the product.

## **RESEARCH METHODS**

In this study, researchers wanted to examine the effect of visual communication "Cantik Fest" on Tokopedia on the buying interest of female consumers in Jakarta. So the object of this research is the Tokopedia application.

In terms of data collection, researchers used data collection techniques, namely questionnaires that would be distributed via google form to respondents as research instruments by providing several choices of statements to be answered and choosing strongly disagree to strongly agree. The sampling technique that will be used by researchers to take samples of this research is non-probability sampling. With a subjective approach such as non-probability sampling, the probability of selecting a population element is not known. The approach technique used by the researcher in this study is a purposive sampling technique, or it can be said that a non- probability sample is a sampling technique that does not provide equal opportunities or opportunities for each element of the population to be selected as a sample (Sugiyono, 2017:84). This is intended so that the data obtained from respondents is more accurate because the sampling is intended only for female respondents who have a minimum age of 15 years and have the Tokopedia online shopping application (e-commerce).

In analyzing the data in this study with variable X, namely Visual Communication and variable Y, namely Buying Interest, there are several techniques that can be used, such as:

a. Validity test

Validity test is used to measure the validity or validity of a questionnaire. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire are able to reveal something that will be measured by the questionnaire. In this study to test the validity of the Pearson product moment correlation formula with a significance of 5%,  $n = 30$ , if  $r_{count} > 0.361$  then the instrument is valid.

b. Reliability Test

Reliability test is a test to determine the consistency of measurement indicators of a latent variable. Reliability test is the extent to which the measurement results using the same object will produce the same data. (Sugiyono, 2017: 130). Reliability test is used to show the extent to which a measurement is relatively consistent if the measurement is repeated or more. The statement indicator is declared reliable if the value of Cronbach's Alpha  $> 0.7$ .

c. Descriptive statistics

In this study, descriptive statistical testing aims to provide a description of the research variables. Descriptive statistics can provide a description of the data in the form of the mean (mean), variance, standard deviation, maximum value, minimum value, sum, range, kurtosis, to the skewness of the distribution (skewness) (Ghozali, 2018: 19). In this study, the measured values are the minimum value, maximum value, average value, and standard deviation value.

d. Normality test

The purpose of the normality test is to test whether the residual variable has a normal distribution in the regression model (Ghozali, 2018: 161). Data testing was carried out using the Kolmogorov-Smirnov (KS)

e. Simple Regression Linear Analysis

In Kriyantono (2014: 184), if there is data from two research variables that are already known, both the independent variable X and the dependent variable Y while other Y values can be calculated or predicted.

f. F-test

The F-test was used to see whether the existing regression model is feasible or not. (Ferdinand, 2014:239). Eligible means that the existing regression model can be used to explain the effect of the independent variable (visual communication) on the dependent (buying interest). Through the ANOVA table, the regression model is declared feasible if the value of Fcount (Sig.) is less than 0.05.

g. t test

The t-test was used to determine each independent variable on the dependent variable. (Ghozali, 2018:152). If  $t_{count} > t_{table}$  or the significance value of t test  $< 0.05$ , it can be concluded that individually the independent variable has a significant effect on the dependent variable.

h. Coefficient of determination

The coefficient of determination ( $R^2$ ) basically aims to measure how far the model's ability to explain the dependent variable is. (Ghozali, 2018:97). The range of values of the

coefficient of determination is measured between 0 to 1. The smaller the value of R<sup>2</sup>, the smaller and limited the ability of the independent variable in explaining the dependent variable. Conversely, the greater the value of R<sup>2</sup> (closer to one), the independent variable can provide the information needed to predict the dependent variables. This study also uses the Adjusted R Square value where this value is used as an evaluation indicator in determining the best regression model.

## **RESULTS AND DISCUSSION**

This research is quantitative where the data generated will be in the form of numbers. From the data obtained, it was analyzed using SPSS 20.0 software. This study aims to analyze the effect of visual communication "Cantik Fest" on Tokopedia on the buying interest of female consumers in Jakarta. With this objective in mind, data were collected using a questionnaire of 99 respondents who have the Tokopedia application, which targets female residents in the Jakarta area. This study uses the independent variable, namely visual communication and the dependent variable, namely buying interest. Based on the above analysis, the research results obtained are as follows:

- a. Based on the analysis of 99 respondents, the profile of the research respondents is that the majority of respondents are female residents aged 20-24 years and domiciled in North Jakarta.
- b. Based on descriptive statistical analysis test, the weighted average value obtained from visual communication variables with dimensions of ambiguity and meaning, control of direction, ecological relationship, tensional, unity, and realism is 4.09. The dimension that has the highest weighted average value is realism, which is 4.16 and is in the "agree" scale range. The highest average value of respondents is found in the statement, namely seeing the products displayed on the "Cantik Fest" banner are the same as products in the real world. According to the researcher's analysis, the realism dimension gets the highest weighted average value because the audience or potential buyers see a match between the products displayed on the "Cantik Fest" banner and products that can be found in the real world. The illustration design to attract consumer interest must be real, not far-fetched, and informative. In a design, it is not only attractive and good, but also includes complete information related to the product. If the displayed design does not match the real product, then this can result in distrust of consumers after making a purchase. Meanwhile, the dimension that has the lowest weighted average value is control of direction, which is 4.03 and is in the "agree" scale range. The highest average score of respondents was found in the statement that respondents agreed that they hoped that the

information displayed on the "Cantik Fest" banner on the Tokopedia application homepage was in accordance with what was offered at "Cantik Fest". The information to be conveyed through the design is one of the most important factors to direct the attention of consumers.

The use of correct and correct information, illustrations, elements will be of added value in increasing the trust of consumers, so that in the end consumers have an interest in buying after seeing the designs displayed.

- c. Based on the descriptive statistical analysis test for the buying interest variable, the weighted average value obtained with the dimensions of attention, interest, desire, and action is 4.08. The dimension that has the highest weighted average value is attention of 4.16 and is in the "agree" scale range. The highest average value of respondents is found in the statement that respondents agree that the information displayed on banners such as Flash Sale starts from Rp. 1000 and discounts of up to 90% attracts their attention to press the banner on the homepage in the Tokopedia application. This shows that buying interest from consumers is initiated by consumer attention to the displayed design. One of the things that can attract the attention of consumers to make transactions is because they see information about promos or discounts of considerable value offered to consumers. Then the lowest weighted average value is in the interest dimension, which is 3.97 and is in the "agree" scale range. The highest average score of respondents was found in the statement that they were interested in buying products at "Cantik Fest" because they saw the products contained in the banner on the Tokopedia application homepage. Based on the above results, the average value of the interest dimension which is the lowest compared to other dimensions in the buying interest variable can be caused by several factors. One of them is the existence of other products that are offered when consumers press the banner that catches their attention and are directed to the "Cantik Fest" page so that consumers find other products that can divert consumers' interest to buy the products previously displayed on the banner.

## CONCLUSIONS

Based on the results of data analysis, the researchers concluded that the visual communication "Cantik Fest" on Tokopedia had a positive influence on the buying interest of female consumers in Jakarta. This is in accordance with the theory expressed by Smith (2005:16), that there are six principles of visual logic, namely: ambiguity and meaning, control of direction, ecological relationship, tensional, unity and realism. These six principles were used by researchers in conducting research and researchers found that the visual communication of

"Cantik Fest" was proven to influence the buying interest of female consumers in Jakarta through the responses that occurred after seeing and receiving the message content, illustrations, and elements used in the banner "Cantik Fest" contained in the Tokopedia application.

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