

# ADVERTISING DESIGN: THE USE OF PRINT ADS (POSTER) IN CAMPAIGN DESIGN TOWARDS THE CHILD SEXUAL ABUSE PREVENTION

**Nur Faizah Binti Mohd Pahme, Norfarizah Binti Mohd Bakhir**

Department of Fine Art, School of Arts  
Universiti Sains Malaysia  
Pulau Pinang Malaysia

**Ahmad Sofiyuddin Bin Mohd Shuib**

Department of Graphic and Digital Media,  
Faculty of Art and Design  
Universiti Teknologi MARA  
Perak, Malaysia

**Abstract**— This study is a design research on the advertising design, which is concentrating on posters as the medium in child sexual abuse prevention campaign. The topic has been chosen based on the deficiencies of method service and information, particularly in terms of advertising based on the issue. The main problem occurred is lack of print ads (poster) towards child sexual abuse prevention's campaign. Besides the visual used in the print ads do not give any impact to the society. The overall goal of the study is to identify, investigate and to ensure the use of the print ads towards the prevention campaign. This is to ensure that the print ad's functions do deliver well to the audience. In order to fulfill this research, an experimental research, which employs qualitative methods. At one go, this might provide the outcome on the effectiveness of print ad towards the issue.

**Index Terms**—Print Ads, campaign design, child sexual abuse, prevention.

## I. INTRODUCTION

As the world embraces globalization, advertising plays an important role in educating, persuades and influence audiences throughout by raising public awareness campaigns to address some of the key global issues that are currently present (Wells, Moriarty & Burnett, 2006: 10). Moreover, the evolution of the Internet has opened up new doors in creating platforms in education, whereby knowledge and information on almost any subject or topic can be obtained via the Internet (Wan Nor Ayuni, 2008:1). Whilst, various of new medias and forms in conveying messages to audiences through broadcast media (Internet advertising, television advertising and directory advertising) and print media (newspapers advertising, magazines advertising, packaging advertising, out-of-home media and directories advertising). In this research, print ad has been chosen as it creates more attention and captures the audience when you watch or read it. Yet, print creativity is redefining itself (2009: 7). Advertising stand as campaigns that mean to people, because they have done what everyone else has done, but they have done it in a simple way in a certain time (Delaney, 2009: 11). These statements emphasizes the power of print ad as a medium that can 'educate' and 'influence' audiences by using phrases and other relative methods such as visual (images) that allow it to stand out. Visual based communication, can be communicated to audiences through several methods. It can be seen as images or even by texts with the purpose of compelling or to reach the target audience to purchase the product or service. Basically, it is a form of advertising design for gaining publicity. It is

created to capture the audience eyes and ears. This makes print ad is important in preventing the issue as it is a vicious and despicable issue.

Child abuse also call as child sexual assault, child sexual victimization, child exploitation, child misuse, child molestation, child sexual maltreatment and child rape (Office for Children, Victorian Government Department of Human Services Melbourne, 2009:2). It includes a wide range of action between child and adult, which involves body contact and exposing the children either by using force. In Malaysia itself, referring to the Ministry of Women, Family and Community Development (2006) and *Pemberitahuan Bukan Jawab Lisan Dewan Rakyat* (2010); Reference 2517, the number of victims increased from 1217 in 2000 to 3626 in 2009. Most of the incidents happened when a child has been made as a victim of lust. Majority the sexual abusers are related to the victims with four hundred and fifty five (455) victims (*Polis DiRaja Malaysia* (PDRM), 2009). They are fathers, stepfathers, uncles, brothers, cousins, neighbors and even their babysitters. This has shown that the nastiness a parent is, which they should protect and care their children rather than hurting them. We sometimes we do not realize that every single movement done by us even with a single 'touch' called as abuse. In consequence prevention should be done in order to reduce the issue increasing widely.

Over hundreds of organizations including government and non-government organizations (NGO) handle cases related to child abuse (*Jabatan Kebajikan Masyarakat*, 2012). However, there are only seven (7) organizations that have conducted campaigns towards child sexual abuse prevention. Out of that lot, only five (5) have done the campaign design (printing advertisement) including posters, buntings and banners. This is the major reason why an effectual advertising needs to be design, not directly impact the audience but at least to 'educate' the society how dangerous child sexual abuse is. The campaign is used to encourage the people to break the silence and take responsibility for the children around them (Selvasegaram, The Star, 2010).

On this note, a research will be done in order to identify the use of print ads done by the organizations. This is to ensure that the print ad's functions do deliver well to the audience. At one go, this might provide the outcome on the effectiveness of a print ad towards the child sexual abuse prevention campaign.

## II. PROBLEM STATEMENTS

The problems occurred in this research are:

- a. *Lack of print ads towards child sexual abuse prevention's campaign.*

Research on this issue has been conducted with the help of the general public, designers and organizations regarding child sexual abuse campaign. 87.4% of the respondents revealed that the campaign from government organizations and NGO has been minimal. An awareness campaign has to be done to create the responsibilities among the society towards the child safety (Azemi, 2010). By involving the campaign design in the form of printed ads or new media ads, cases are likely to be reduced.

***“Paling utama adalah membentuk kembali budaya ‘menjaga tepi kain orang’. Budaya ini tidak lagi wujud menyebabkan apa yang berlaku pada anak jiran di sebelah tidak kita ketahui.”***

***“Key importance is to reshape the culture of ‘Menjaga tepi kain orang’ or prying. This culture no longer exists, which is the core reason why we do not know what is happening to our neighbor’s child.”***

**(Afdlin Shauki, Harian Metro, 2007)**

This explained that as if Malaysian still has the attitudes of being ‘busy body’ or the Malays called it as ‘jaga tepi kain orang’ (take cognizance of other’s business or matters) this issue could have been minimize.

- b. *The visual used in print ads do not give any impact on the society.*

Through the research, 95.3% of the respondents said that the visuals represented by the organizations did not give any impact to the society. Selvassegaram said that every campaign has to attract the participation of hundreds of people to speak out against child abuse (The Star, 2010).

***“The campaign was an eye on the many issue that are affecting our children and it is important for all of us to address these issues for the sake of our children.”***

**(Mohd Abdullah, The Star, 2010)**

Through the statement above, we can see that every visual that we produce represent a message that will impact the audience no matter directly or indirectly.

## III. PURPOSE OF STUDY

The purpose of this study is to identify the use of a communication concept in preventing the child sexual abuse issue through campaign. The researcher will use print ads as the medium in delivering the campaign, which will be collected from the organizations, handle this issue. Thus, the print ads will be appraised the efficiency base on the questionnaires answered by three (3) categories; organizations (Government and NGO) – designers – society who responsible in destining the successful of a print ad.

## IV. OBJECTIVES OF THE STUDY

The overall goals of the study are:

- To identify the use of the print ads especially towards prevention campaign.
- To investigate on the visual used in the print ads collected from the organizations handle the child sexual abuse issue.

- To analyze that the visual used in the ads does communicate and educate the society in averting the issue.

## V. RESEARCH METHODOLOGY

A research design is a collection of all of the visuals, methods and the procedures used in order to reach the target of the research, and justify the process used to inspect the research’s objectives.

The research design of this study consists of the following two (2) stages:

- a. *Identification of the problem*

The identification involves a literature review (LR) and a preliminary study. A LR was conducted to develop an understanding of the previous cases towards the issue; which relates to the statistic and the organizations handles the child sexual abuse cases and document analysis; which command the researcher to analyze the collection of print ads done by the organizations. Therefore, it defines the problem and data collection needed for the problem solving process. Finally, a preliminary study was done in order to confirm the findings found from the literature review.

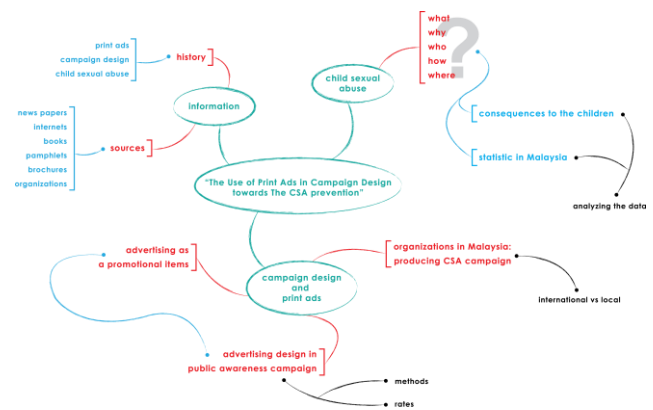


Fig. 1. Mind map of the literature review

- b. *Evaluation on the efficiency of the print ads*

The data and visual given by the organizations will be evaluated by the respondents to see how does the print ads could meet the objectives of the research. The evaluation will be completed through experiments and surveys. Generally, this research is done via experimental research, which is called quasi-experimental design; post-test and non-equivalent control group design. In managing the experiment, respondents and materials were chosen. The procedure provided feedback for the print ads through experimental groups. Which it allows the researcher to evaluate the efficiencies of the print ads by looking at the respondents’ opinion towards the local print ads. A statistical analysis been used to identified the result of the post-test.

## VI. FINDINGS

The findings presented in this section demonstrate the potential in merging the theory and practice.

### A. Response Rate

Over one hundred and one (101) surveys were initially sent to three (3) groups, based on their expertise and preferences as shown in Figure 3.

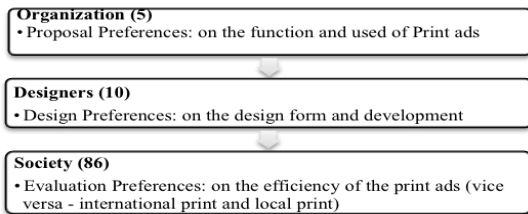


Fig. 2. Experimental Groups

B. Print Ads (Poster) Evaluation towards the Campaign.

This will be diagnosed on the used and efficiency of print ads in delivering the campaign – two (2) questionnaires:

Questionnaire 1: Non-government organizations and government organization.

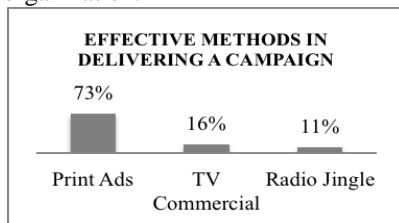


Fig. 3. Question 1 on the effective methods in delivering the campaign towards child sexual abuse prevention.

73% of the organizations have chosen print ads as the effective methods in delivering the campaign. Question 2 supported, where a print ad is mainly cost effective, besides than presenting more sustained and deserves reach towards targeted audience (Baskar, 2013).

Questionnaire 2: Design agencies.

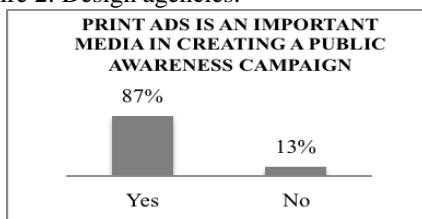


Fig. 4. Question 5 on print ads as an important media in order to create a public awareness campaign.

Ms. Nur Asyikin, a gallery curator in Core Gallery said that it is important to have a print ad, as it is part of communication that can be use as a tool to speak visually in delivering the message (2013). This has been supported with question 5, where 87% of the respondents have chosen ‘yes’.

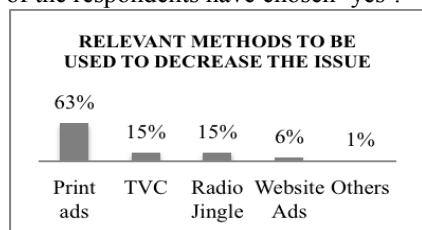


Fig. 5. Question 5 on which relevant method to be used to ensure the issue can be decreased (at least).

63% of the respondents have chosen print ads rather than other methods listed in question 5. Steffan Postear has supported this through;

“Print is its own thing because it endures. It does not go away like television, like a thief in the night.” (2008)

C. Evaluation on the Visual Effectiveness in the Campaign Design.

This section, diagnosed on several posters done either they deliver and affect to the society or not – two questionnaires:

Questionnaire 1: Design agencies

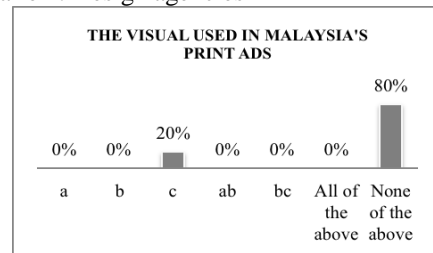


Fig. 6. Question 11(a) on the visual used in several-listed Malaysia’s print ads.

80% of the designers said that none of the visual displayed in the Malaysia’s print ads have the ability to attract and capture the audience. Where, a visual is an important media in attracting the audience, and David Abbott has supported this as;

“You must interest them in being effective, and educate them with evidence by the way you work with them. They are not in business to be brave.” (2008:18)

Questionnaire 2: Society

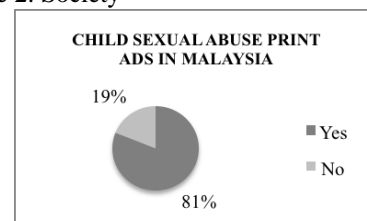


Fig. 7. Question 14 on the child sexual abuse prevention print ads done by the organizations in Malaysia.

81% of the society said that they have seen the prevention ads.

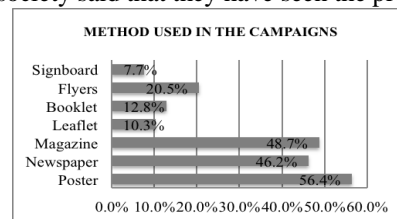


Fig. 8. Question 15 on the methods used to advertise the campaign (Multiple choices)

56.4% of the respondents said that they have seen campaign using posters as the method on delivering the message.

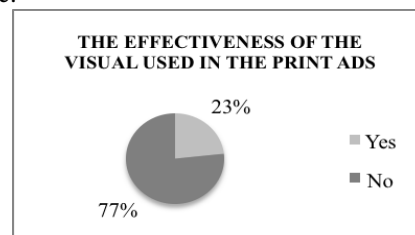


Fig. 9. Question 18 on the effectiveness of the visual used in the print ads

In order to evaluate the visual, the researcher has to get little info from the respondents. Hence, the method used is the main focus in this research. As shown in figure 13,

poster is the highest rate with 56.4%. However, 77% of the respondents said that those visual presented in the posters shown did not deliver well to the audience and there were no impact to educate the audience.

## VII. RESULTS AND DISCUSSION

From the finding, it is shown that in delivering and communicating a message; each print ad needs to have the right direction and been organized well by the producers; organization and designers. This is to ensure that the message carry does connect and well understood by the audience, so that the objective of creating the campaign is achieved.

## VIII. CONCLUSIONS AND FUTURE RESEARCH

Throughout the researcher's observation, it is concluded on the research design, the research instruments, the respondents and the findings. It has been designed to attest and ensure the print ads towards preventing the child sexual abuse campaign does communicates and educates the society in averting the issue. The quantitative method has been done for the data analysis on this research.

In conclusion, print ads are one of the most methods to be used in delivering message since post-war era. Not only towards the public service awareness campaign but also in delivering the information on other campaigns; such as product or brands campaign, retail campaign, direct-response campaign and more. Via print ad, it can be a fierce method to stop any issue or incidents from happening. But, it has to communicate to the audience well. In this research, there is analysis on our Malaysia's print ads in preventing the child sexual abuse issue. Through the data given by the organizations, researcher and the respondents could analyze and identify the function and efficiency of the print ads produced.

## ACKNOWLEDGMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this research. Special appreciation goes to my supervisor, Pn Julina Ismail @ Kamal and Ms. Norfarizah Mohd Bakhir for their supervision and constant support. Their invaluable help of constructive comments and suggestions throughout the experimental and workflow have contributed to the success of this research.

## REFERENCES

- [1] J. Aitchison, *Cutting Edge Advertising: How to create the world's best print for brands in the 21st century*, 3rd ed., Singapore: Pearson Prentice Hall, 2008.
- [2] G. Ambrose & P. Harris, "The Fundamental of Graphic Design". United Kingdom: AVA Academia, 2009.
- [3] W. N. Ayuni, "Incorporating Online Reference in Teaching Photographic Education for Photography Students". Master of Art & Design (Visual Communication & New Media), Universiti Teknologi MARA (UiTM), Shah Alam, 2008, unpublished.
- [4] P. Barry, "The Advertising Concept Book". London UK: Thames & Hudson, 2008.
- [5] K. Burtenshaw, N. Mohan, & C. Barfoot, "The Fundamentals of Creative Advertising". Switzerland: AVA Publishing SA, 2006.
- [6] M. Lee, & C. Johnson, *Principles of Advertising: A global perspective*, 2nd ed., New York: Routledge, 2005.
- [7] G. Lucas, "Guerilla Advertising 2: More unconventional brand communication". London, United Kingdom: Laurence King Publishing Ltd., 2011.

- [8] E. Lupton, & J. A. Miller, *Design Writing Research: Writing on graphic design*, 4th ed., London: Phaidon Press Limited, 2003.
- [9] myHarapan, "Youth Action Plan Report: Shape our future" in *A crime is defined as harmful act or omission: Child abuse.*, 2012, pp. 95.
- [10] T. Seddon, & L. Herriott, "Art Directing Projects For Print: Solutions and strategies for creative success", Switzerland: Rotovision SA, 2009.
- [11] M. Shaw, "Copywriting: Successful writing for design, advertising and marketing", London, United Kingdom: Laurence King Publishing Ltd., 2009.
- [12] W. Wells, S. Moriarty, & J. Burnett, "Advertising Principles and Practice", 7th ed., United States of America: Pearson Education International, 2006.

## Internet:

- [1] C. L. Damewood., "What is public service advertising?", Retrieved 25th February 2012, from <http://www.wisegeek.com/what-is-public-service-advertising.htm>, 2009.
- [2] F. Dye, "What is print advertising?", Retrieved 27th December 2012, from <http://www.wisegeek.com/what-is-print-advertising.htm>, 2012.
- [3] J. Ellis, "What is print advertising campaign?", Retrieved 27th December 2012, from <http://www.wisegeek.com/what-is-a-print-advertising-campaign.htm>, 2012.
- [4] J. Fletcher, "What are the different types of public service advertising", Retrieved 25th December 2011, from <http://www.wisegeek.com/what-are-the-different-types-of-public-service-advertising.htm>, 2010.
- [5] R. A. Hamid, "Child found sexually assaulted and killed", Retrieved 27 November 2009, from <http://thestar.com.my/news/story.asp?file=/2007/9/18/nation/18914532&sec=nation>, 2007.
- [6] P. Suggett, "Print advertising: Definition", Retrieved 27th December 2012, from <http://advertising.about.com/od/advertisingglossary/g/Print-Advertising.htm>, 2012.
- [7] Azemi, "Membanteras penderaan ke atas kanak-kanak", Retrieved 13<sup>th</sup> December 2011 from [azemi09.wordpress.com/2010/02/28/esei-membanteras-penderaan-ke-atas-kanak-kanak/](http://azemi09.wordpress.com/2010/02/28/esei-membanteras-penderaan-ke-atas-kanak-kanak/), 2010.
- [8] BERNAMA, "Mayat dalam beg sah mayat nurin jazlin", Retrieved 12th October 2010, from [http://www.bernama.com/bernama/v3/bm/news\\_lite.php?id=285997](http://www.bernama.com/bernama/v3/bm/news_lite.php?id=285997), 2007.
- [9] BERNAMA, "Derita kanak-kanak mangsa pemerdagangan", Retrieved 25 January 2013, from [http://mstar.com.my/cerita.asp?sec=mstar\\_rencana&file=/2011/4/29/mstar\\_rencana/20110429133353](http://mstar.com.my/cerita.asp?sec=mstar_rencana&file=/2011/4/29/mstar_rencana/20110429133353), 2011.