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## **A Study on Effectiveness Photographic Images of the Perak State Tourism Campaign Billboards**

**Khairul Anuar Bin Ibrahim<sup>1</sup>, Md Nagib Bin Padil<sup>2</sup> and Mohd Nuri Yaacob<sup>3</sup>**

Department of Photography and Creative Imaging,  
Faculty of Art & Design, Universiti Teknologi MARA Cawangan Perak

[khairulphoto80@gmail.com](mailto:khairulphoto80@gmail.com)

[tourismo\\_1@yahoo.com](mailto:tourismo_1@yahoo.com)

[mnuri079@perak.uitm.edu.my](mailto:mnuri079@perak.uitm.edu.my)

### **ABSTRACT**

The objective of this research is to study the effectiveness of photographic images used on tourism campaign billboard in Perak. It will also gauge the extent of respondent's perception and understanding on the important of photographic images on the tourism billboard in Perak. In order to ensure the success and effectiveness of the method, one study has to be conducted to obtain feedback from the public regarding the images which are featured on the tourism advertisement billboards. It is hoped that findings from this research would be able to gain respondents' feedback in providing information to the researcher so that the effectiveness of photographic images used as one of the mediums on Perak's tourism advertisement billboards can be identified. Results from this study would serve as guidance to the relevant authority by producing suggestions of new and high quality photographic images on the tourism advertisement billboards in Perak.

*Keywords*—**photographic; tourism; billboard**

## 1. INTRODUCTION

Perak is one of the states which are rich in various natural resources and historical remnants that have become major tourist attractions, from local and abroad. With an area that spans at 1000sq km and 9 jurisdictions or districts, Perak emerges as well-known tourist destinations. Various campaigns have been done by the state government in promoting attractive places by using a variety of advertisements to lure more tourists to visit Perak. Perak with an area of 21000 square kilometer is the second largest state in the peninsular Malaysia after Pahang. Based on this span of area, Perak becomes one the main tourist destinations in Malaysia. Perak state government has been carrying out numerous campaigns to boost tourism in order to generate the state's income. Among the methods applied was the use of photographic images on Perak's tourism billboards. These could be viewed at several strategic places and locations such as the Persisiran Sayong tourism billboard.

Paul Martin Lester [1] stated that visual images are significant component in an advertisement. Most billboards feature photographic images as an attractive factor in conveying information and promoting a certain service. Nevertheless, the researcher believes that there are still some weaknesses on the photographic image on the Perak's tourism advertisement billboards. Some of the weaknesses are in the aspect of compositional role and photographic image attraction used on the tourism billboards. Other than that, studies also involved the aspect of photographic image selection and creativity. According to Bruce Warren [2], each time the photographic image is produced; the photographer must consider several factors which involve aspects such as technical choices, lighting, point of view, timing and material. Each image produced must take into consideration its purpose and function. Bruce Warren added that, Visual Attraction also contributes several interesting visuals and it guides the eyes to focus on the main subject more than others in an image. A creative process begins when a person imagines and inspired by the ideas he sees and the problems that he faces. Visualization is using imagination and the memory to remember the events that had taken place before, according to Duane Preble sand Sarah Preble [3]. Indirectly, this will provide an impact on the image on Perak's tourism billboards. In addition, according to William F. Arens [4], there were nine advantages of

using outdoor billboard: Accessibility, Access, Frequency, Geographic flexibility, Demographic, Flexibility, Cost, Effects, Creative flexibility and Location.

Terence A. Shimp [5] stated that even though there are many mediums of outdoor advertisements such as bus and taxi, advertisement on clothes adorned with logo and brands and display of brands at business premises, the main outdoor advertisement is the one designed to be big and able to attract the public's attention. In producing attractive tourism photographic images, there are several aspects which must be taken into consideration to come out with an effective impact. Choosing precise images or visuals is a challenging creative task. For instance, what kind of visual advertisement is able provide an effect in its communication? How many images or visuals are needed in an advertisement? Subject of the image or visual that need to be used must also be determined. With a wide range of selections the use of suitable images or visuals is not an easy matter. Image or visual produced must be matched with the thoughts where the latter will provide realistic perceptions which resulted from the connection between the eyes and thoughts.

## **2. AIM & OBJECTIVE**

The objective of this research is to evaluate the effectiveness of photographic images used on tourism billboards and research on the aspect of the role of composition and visual attraction, selection of the subject and creativity of photographic images on Perak tourism billboards.

## **3. DELIMITATION**

The research only focuses on Pesisiran Sayong tourism billboard at Kuala Kangsar, Perak. This research also focuses on the aspect of photographic images' effectiveness as they are used on Perak tourism billboards. Each of the aspects is the main characteristics in producing effective and high quality photographic images.



Figure 1: Persisiran Sayong tourism billboard

#### 4. RESEARCH METHODOLOGY

Research method used in this study was the survey through the use of questionnaires, as the instruments. This study uses findings from the case and field studies in order to analyze the respondents' perception towards photographic images used on the Perak tourism advertisement billboards. Respondents were given choice of answers in questionnaire that applied the Likert scale. All these data would be analyzed using SPSS software.

#### 5. Data analysis result

A total of 150 questionnaires have been distributed to respondents within Ipoh, Kuala Kangsar and Seri Iskandar, Perak. A total of 148 questionnaires have been filled and given back to the researcher. All the survey results are collected and the frequency tables from the results of the questionnaire are shown below.

Table I: The role of composition and images attraction on tourism billboard will give interesting impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	2.7	2.7	2.7
	Disagree	8	5.4	5.4	8.1
	Neutral	40	27.0	27.0	35.1
	Agree	64	43.2	43.2	78.4
	Strongly Agree	32	21.6	21.6	100.0
	Total	148	100.0	100.0	

According to table 1, the highest results show that 64 (43.2%) of respondents tend to agree, 40 (27.0%) neutral, 32 (21.6%) strongly agree, 8 (5.4%) disagree and another 4 (2.7%) of respondents strongly disagree.

Table II: The selection of visual (subject) is important in producing photographic images on tourism billboard

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	Strongly Disagree	1	.7	.7	.7
	Disagree	2	1.4	1.4	2.0
	Neutral	24	16.2	16.2	18.2
	Agree	67	45.3	45.3	63.5
	Strongly Agree	54	36.5	36.5	100.0
	Total	148	100.0	100.0	

According to table 2, 67 (45.3%) respondents agree, 54 (36.5%) strongly agree, 24 (16.2%) neutral, 2 (1.4%) disagree while only 1 (.7%) strongly disagree.

Table III: Creative on photography images can make you attracted to certain display on tourism billboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.7	0.7	0.7
	Disagree	1	0.7	0.7	1.4
	Neutral	17	11.5	11.5	12.8
	Agree	68	45.9	45.9	58.8
	Strongly Agree	61	41.2	41.2	100.0
	Total	148	100.0	100.0	

Table 3 demonstrated that 68 (45.9%) respondents agree while 61 (41.2%) strongly agree, 17 (11.5%) neutral, and only 1(.7%) each for disagree and strongly disagree.

## 6. FINDINGS

Based on the findings from this research, photographic images were the main attraction in each Perak tourism campaign billboard. However, its effectiveness in disseminating information to the tourists and public must be enhanced. Based on the data gathered from the questionnaire and observation on

Perak tourism advertisements, the researcher found that most of the photographic images on these billboards need to be improved in terms of composition and visual attraction, visual choices and the role of photographic on the Perak tourism advertisement billboards.

### **6.1 Aspect of composition and visual attraction**

Based on the data from the survey on the aspects of composition and visual attraction, almost all respondents gave the affirmative answers of agree and strongly agree that these aspects are important components for a tourism billboard. This could be found on table 1, which listed some examples such as a case study on Persisir Sayong Tourism Billboard; as many as 64 (43.2%) respondents from 148 people stated that they agreed, 32 stated that they 'strongly agree' (21.6%) and 40 (27.0%) respondents chose 'neutral'. Findings from this research is in line with the views which were stated by Angela Faris Belt [6], that photographic images based on grammatical structure such as its relation with image contents was able to convey information in a more meaningful way. Angela also indicated that composition or organization of an image was significant in determining an effective image display. Marvin J. Rosen and David L.DeVries [7] stated that composition refers to the way detail visual is chosen and planned in a photographic image to convey meaning. It is able to provide an overview about a place or location by organizing in the form of visual. The production of an attractive photographic image is the main component in an advertisement. Images which are able to grab the consumers or viewers' attention are able to disseminate information and advertisement more effectively.

### **6.2 The selection of photography subject**

Based on the survey data on the aspect of visual selection, almost all respondents provided the answer that they agreed with the statement that the visual selection aspect was significant in producing appealing photographic images on tourism billboard. This can be seen on table 2 where 67 subjects from 148 respondents agreed and 36.5% respondents strongly agreed with the statement that the aspect of visual selection was crucial in the production of photographic images on tourism billboard. In addition, almost all respondents agreed that appealing photographic visuals were the main criteria in grabbing the

attention on the tourism advertisement board. Findings from this research supported the stated by Angela Faris Belt [2] that the visual selection in terms of its communicative ability such as the aesthetic values, emotions, clear and precise, expression and conceptual provided effective impact to the image used. Thus, in producing photographic images on tourism advertisement which would have an effective impact, the visual selection factor was also the main factor. The visual selected is able to provide effects to the whole image being displayed.

## **6.2 Creativity of Visual**

Based on the survey on the aspects of visual creativity, almost all respondents indicated that creative photographic image was able to capture people's attention to the display on the tourism advertisement billboard. Other than that, all respondents believed that creative photographic images on tourism advertisement billboard were important elements. This could be referred to in table 3 which reported that 68 from 148 respondents agreed and 61 strongly agreed that creative photographic images on tourism advertisement board were a significant element. Therefore, this shows that visual creativity is also an important aspect in producing the photographic image on tourism advertisement billboard in conveying messages and information on a certain tourist destination to the public. Finding from this research advocate the opinion expressed by George E. Belch and Michael A. Belch [8], that visual was a dominant part in any printed advertisement and it played an important role in determining its effectiveness, based on according to Visuals or images used must be able to grab consumers' attention, convey ideas or overviews and related to the text in order to come out with effective messages. Attention is focused on the creativity concept since many people view the challenges in the disseminating advertisement image messages creatively so that they could communicate in precise and effective manner.

## **7. CONCLUSION**

The conclusion for the study on photographic images on Perak tourism advertisement billboards is, overall, the aspect of composition and visual attraction (images), photographic visual selection (subject), and visual creativity (images) must be emphasized for each photographic image on the Perak tourism

advertisement billboards specifically so that it could attract the locals and foreigners' attention. These images could also be used as the main information medium and able to promote interesting places in Perak. Any attractive photographic image on the tourism advertisement billboards is able to provide an initial overview on the tourism destination featured on the billboards.

An approach in producing tourism photographic image on the advertisement billboard must stresses on each aspect of the research with new ideas since the public is drawn more towards captivating and unique images about the tourist destination. Other than that, the relevant authority such as the State Tourism Department must be able to ensure the aspect of photographic image used on the tourism advertisement billboard is capable of conveying information and promoting the tourism destinations effectively. Each creative image which combines aesthetical values will be more appreciated and messages will easily be well-accepted by the public. Other than that, the power of attraction on the image used must be able to portray suitable images which are appropriate with the messages that need to be conveyed.

## **8. RECOMMENDATION**

Recommendation from the researcher goes to the ministry departments, state and local council. They must ensure that the image used in tourism advertisement on billboards must be able to provide positive values and able to appeal to the locals and foreigners to come to the tourism destinations featured on the billboards. Other than that, the relevant authority is able to evaluate the image used so that it will be able to give good perception on tourism destinations displayed on the tourism advertisement billboards as the image will also be able to convey information to the public and tourists at large. This is important in order to ensure that all the relevant authorities will have more planning for the photographic image that will be used in Perak's tourism campaign.



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