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EMBRACING CHANGE: EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

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POSTERLANCE

Nur Irdina binti Abdul Ghani¹, *Geraldine De Mello²

^{1,2}Academy of Language Studies, Universiti Teknologi MARA, 78000 Alor Gajah, Melaka

¹2020478438@student.uitm.edu.my

²geraldine@uitm.edu.my
*Corresponding author

ABSTRACT:

The purpose of this extended abstract is to help owners to showcase the products that they are going to release creatively using a modern application, the well-known software, *Canva*. This project will include selling their products specifically for business marketing. Business owners nowadays are leaning towards a more modernised marketing strategy in the form of digital posters or more commonly known amongst the younger generation as e-posters. This project showcases the amount of help that business owners are looking for when it comes to publicly marketing their products using present strategies. Posterlance will be carried out through personal encounters between the project and the business' owners when it comes to deciding what type of posters that the clients have in mind. There will be platforms, via *Whatsapp* or *Instagram*, opened to promote this service and any further discussions with future clients will be handled through the platforms provided. *Posterlance* will provide the best satisfaction to its clients when it comes to a creative digital poster.

Keywords: clients, e-poster, modernised marketing, platform

1. INTRODUCTION

What are e-posters? E-posters are similar to traditional paper posters but they are displayed on a computer screen. The primary distinction between the traditional posters that are mostly known amongst the community, a digital poster may be put dynamic materials in . For instance, one may decide what information is presented throughout their presentation and incorporate multimedia items, such as GIF files, films with audio, etc. Some can also be utilised through moving graphics; zooms and transitions (*Digital poster*, n.d.). It is simple to depict any information with e-posters, which keeps the entire session lively and participatory. There are several reasons why consumers and even businesses are moving away from traditional posters and moving towards electronic posters. Yet, the researcher discovered that quite a few companies, particularly small businesses, are struggling to advertise their products online when they are just unfamiliar with internet marketing tactics. This project is aimed for businesses that are looking for digital posters to promote their products through online marketing to post on multiple social media platforms; for example, *Instagram*, *Twitter*, *TikTok*, etc. Any type of electronic devices, whether touch screen, TVs, tablets, smartphones, or laptops, can also be used to view or display electronic posters. This not only offers a personalised experience, but also provides an interactive setting that enables users to connect with the medium and get the pertinent information they want. They can connect with a diverse audience, particularly in busy areas. Additionally, they have the capacity to significantly strengthen your brand when created in



a manner that is aligned with the key components of your marketing plan (*Why posters can be so effective*, 2021).

1.1 Problem statement

Before the existence of the project itself, the researcher found that there are quite a handful of businesses, especially the unrecognisable ones, that are having difficulties to market their products online when they are limited to the knowledge of online marketing strategies. Every company or organisation should create a content marketing plan, and this strategy may overlap with their social media marketing strategy and other marketing endeavours. However, the majority of firms are unsure of where to begin. Developing a content marketing plan might seem difficult for companies and nonprofits that don't currently have material to provide, such as blog entries, industry news, podcasts, videos, etc. (Jbrown, 2021). An efficient technique to increase business is by using posters to advertise goods or services. The advantages of using posters for marketing include adaptable designs, simple distribution, and high-volume visibility (*4 benefits of marketing with posters for small businesses*, 2015). *Posterlance* would like to address the matter by helping them in creating creative and pleasing looking e-posters that will popularise their products through multiple platforms of social media. As the internet is a place of recognition, *Posterlance* is dedicating its attention toward the sole purpose.

1.2 Project Objective / Purpose

The business world nowadays wants to utilise the current modernised marketing strategies by using the benefits that come from technology and the internet. Hence, *Posterlance* aims to give an easy path for business owners to create their very own “handmade” digital posters by providing this service to assist all their requests. This is especially for the business enthusiasts to market their products online with less use of budget in terms of advertising their products to a vast number of their potential customers. Additionally, with *Posterlance*, advertisements can be done creatively and can trigger a keen interest in the product being advertised.

1.3 Entrepreneurial Opportunities

As *Posterlance*'s target is to benefit the business owners who are looking for an advanced method of publicising their products, it will also attend to their clients' personal wishes when deciding the content of the digital poster. This includes the theme and what they would want or expect their posters to look like as the end result. Therefore, any queries for their chosen digital posters can be directed to this service by the intended client.

1.4 Literature review

One of humanity's most brilliant ideas is the poster. Although it might sound too dramatic, the power that posters give has endured through the ages unhindered. Not only have posters grown ubiquitous in the graphic design industry, but they have also developed into enduring aesthetic traditions. A poster's main objective is to grab someone's attention, get them thinking, and get them to take some form of action. This has been done by posters for more than 200 years, making them the print media's champion. But over time, there have been significant changes in posters' distribution and design (Balla, 2016). One of the oldest types of advertising was the famous poster, which started to take shape as a visual communication tool in the early 19th century. Because they were intended to be read from a distance and needed larger types to

be constructed, generally from wood rather than metal, they had an impact on the evolution of typography (Flask, n.d.). The poster soon gained popularity and established itself as a standard in the graphic design industry. Additionally, several painters produced posters, including Henry Toulouse-Latrec and Henry van de Velde (Flask, n.d.). They were employed to preach ideologies among the populace, market goods, recruit warriors, and promote various political parties. The worldwide typographic style of design was developed by artists who thought the poster was the best medium for communication and who made significant contributions to the area of design in the process (Flask, n.d.).

Now, in the evolution of technology, humans generate an alternative that contributes to the existence of posters. We are now in the current days where the use of digital is the new norm. A digital picture or motion graphic is what makes up a digital poster. Digital signage is a vibrant and attention-grabbing way to share information or promote a service or event (*What is a digital poster? 5 benefits of digital posters - 2023 2022*). A digital poster is, to describe it simply, a poster that is shown on a screen as opposed to being printed. Digital posters are illuminated, unlike traditional window signs, so that they can be seen at night and will cut through glare far better than paper (Blackstone, 2022). Considering the widespread use of the internet, posters continue to be made every day for a variety of causes and benefits. One of the most obvious would be cost-effectiveness. Although digital posters may initially cost more than traditional ones, they can end up saving businesses money. Digital posters may be simply changed with the push of a button, saving businesses the time and expense of printing new signs whenever information needs to be updated (*What is a digital poster? 5 benefits of digital posters - 2023 2022*). Digital posters also promote an ecological alternative to the marketing world. The idea of e-posters promote environmental protection where nowadays, taking the environment into account is crucial. By limiting the usage of paper, one may conserve nature and do their part to save the environment (Santiago, 2019). Screens can be amusing, thrilling, fascinating, and awe-inspiring. They too give endless benefits in the marketing field. Digital posters may be utilised in any sector and attract far more attention than static ones. What is magic if that is not it? (Kitcast, 2021).

2. METHODOLOGY

2.1 The Innovation of *Posterlance*

This project aims to promote its service on the social media platform so that anybody can approach it simply and readily after looking at it. Whatsapp or Direct Message on *Instagram* will be used to continue discussing any type of demands that *Posterlance* may face in the future. Furthermore, the project owner of *Posterlance* will offer ideas to fulfil the client's desired design and theme. Additionally, this service will also be included in its process of operations by asking for the specific details that are to appear on the surface of the poster and then will also provide samples that could correspond to the client's preferences. Moving onto the next step of the project, *Posterlance* and its clients will later discuss the anticipated time frame for the poster to be submitted. The task may take a few days to completely be finalised. Yet, *Posterlance* has vouched for the duration to be only a day or two to finish the job. To conclude the whole procedure, *Posterlance* will get in touch with its client as soon as the poster is completed. Then, *Posterlance* will find out on the type of format, such as PDF or PNG, that the client would want their poster to be done. Payment will also be made immediately after the client is satisfied with the digital poster that has been sent to them. If there are any more inquiries that the client would like to change or add in, they will inform *Posterlance* straight-away for the process to be done as soon as possible.

2.2 Needs Analysis Using a Survey Questionnaire



Through Google Form, the survey questionnaire was administered to future consumers or those who are willing to interact with the form. People were asked to give their understanding and opinions regarding the project which is digital posters. There were 11 questions in total to gain the data of those who participated in the survey and feedback was obtained as soon as the form was distributed. The questionnaire consisted of the following questions:

- I. I know what e-Posters are.
- II. E-Posters are simple introductory to a purpose (businesses, school projects, etc.).
- III. I believe that e-Posters should only consist of important details only.
- IV. I believe that e-Posters shouldn't be too distracting to readers.
- V. E-Posters are able to reach a larger audience and not only a certain group of people.
- VI. E-Posters can be used for multiple purposes, including marketing a business.
- VII. I believe that e-Posters are the future to market a product.
- VIII. I believe that e-Poster services can help in boosting a business through online platforms.
- IX. I am willing to pay for this type of service.
- X. How much are you willing to pay for this kind of service?
- XI. I am interested to use this service.

The respondents included some of *Posterlance*'s clients and the public who were interested with the project. The vast majority of individuals that took part in this survey are those who are the clients of *Posterlance* (14 clients) and the general public who came from different backgrounds (14 respondents). Hence, there are 28 respondents in total. The researcher had given a heads-up before conducting the survey questionnaire that everything recorded was solely to provide information for the project itself and the researcher also convinced them that the respondents' data were private and confidential during the process of answering. This is simply to gain trust amongst the respondents.

Posterlance spends 14 weeks of planning and execution. The schedule below will show the progress throughout the semester.

Weekly Task	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W1 0	W1 1	W1 2	W1 3	W1 4
Idea Preparation														
Research Ideas														
Idea Pitching with Supervisor														
Posting & Promoting on social media														



Execute the Project														
Conducting a Survey														
Finalising Portfolio & Poster Presentation														
Finalising Remaining Tasks														

3. RESULTS AND DISCUSSION

3.1 Entrepreneurs' Thoughts on e-Poster Service

The idea of *Posterlance* is to help entrepreneurs especially small businesses who are seeking a helping hand in producing a marketable digital advertisement. Hence, it is only vital to test the thoughts of entrepreneurs on the whole procedure, and also some of the public to collect evidence of their understanding toward the idea of the project.

The scale starts from number one being strongly disagree until the fifth, strongly agree.

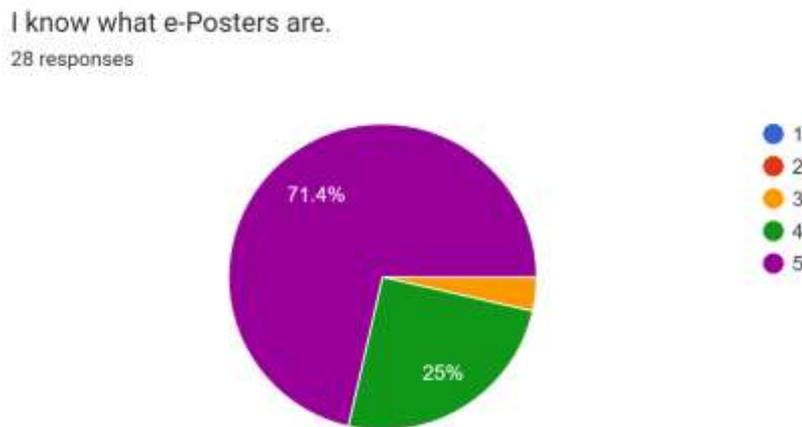


Figure 1: 71.4% of the respondents acknowledge digital posters.



I believe that e-Poster services can help in boosting a business through online platforms.

28 responses

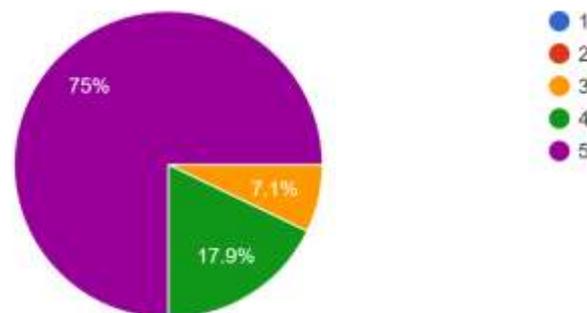


Figure 1.2: 75% agrees that e-posters can help in boosting a business for an online marketing strategy.

Respondents were asked whether they believe that digital poster services definitely help in raising the clients' products as one of the strategies to promote their brands through online platforms and the majority of them agreed with the idea. Yet, some did have their own beliefs that whether or not the service would play a part in the internet marketing with 17.9% voted for simply agreeing and another 7.1% were just right in the middle. Seeing as the majority strongly agreed with the idea, the researcher had concluded that the project will help businesses in boosting their products through online platforms by uploading and popularising *Posterlance's* posters on various platforms.

3.2 *Posterlance* as an Alternative to Boost a Business

The most crucial function of a poster is to increase brand awareness. Customers are more likely to identify a company thanks to the attractive and interesting poster. Additionally, a well-designed brand poster enables it to reach many various demographics in a short period of time (Joseph Chelidze, 2022). Conducive to attaining details on whether *Posterlance* is able to be an alternative to boost the product to a business, it had gathered some of its customers as the testimonials to help provide the major details. As the clients are the closest to the service, *Posterlance* has taken the chance to observe the effectiveness of its service in marketing the businesses' products, especially through online platforms. An interview was conducted to those who were willing to cooperate with the question and answer session and throughout the queries that were thrown, most of them answered that after the service was utilised and posted on their social media accounts, they have found that their customers were attracted to the products that consisted attractive graphics that were presented in the digital posters.

The vibrant colours, shapes and texts that were advertised suited the preferences of many customers whose eyes had been attracted by the visuals. This was proven that product presentations are particularly crucial in sales since they often provide buyers their first impression of a new product and may persuade them to buy from a business they had never heard of before (*How To Develop a Successful Product Presentation*, 2021). Through elevating customers' interests toward the product that is illustrated using alluring digital posters, *Posterlance's* primary goal is to do just that and to also enhance more engagements between sellers and customers. This not only boosts the business itself but also the confidence of the sellers' in trusting that this service really does bring the benefits in advertising their products.



4. CONCLUSION

Posterlance's uniqueness in designing various digital posters to be advertised online are what drew their targeted clients to optimise their service to the brim. *Posterlance* believes that this project grants benefits for not only the customers but also in the marketing field where technologize applications are the breadwinner of the custom. For every customisation of the clients' preferred digital poster, *Posterlance* presents an economical price value to ease their clients' worry when it comes to marketing budget. Furthermore, the product that we produce is made to build satisfaction for each of our customers; hence, with great production of personalised digital posters and a bargain price that comes with it, *Posterlance* aims for the best among the best.

After conducting a number of work on the e-posters, we have come to the conclusion that, based on the results and discussions, *Posterlance* is an initiative that is able to fulfil their targeted clients' needs in terms of producing an online marketing strategy that will aid in advertising the client's products to a wider range of audience. In accordance with *Posterlance*'s objectives, we are able to lend a helping hand to those who would want to publicise their brands out in the open through the internet.

In light of this, *Posterlance* hopes that our digital poster service will complement and fit our clients' wishes while also being well-liked and difficult to forget due to its distinctive and special design. *Posterlance* anticipates that our products will be liked by many business enthusiasts who have been searching for a fine service to hopefully help them as one of their many marketing strategies.

ACKNOWLEDGEMENT

In the steadfast and merciful name of Allah. Alhamdulillah, I am eternally grateful to Allah (SWT) for bringing this course's final year project to a successful conclusion. First and foremost, I would like to take this opportunity to express my gratitude to PM Dr. Geraldine D/O John Philip De Mello, my beloved supervisor of Professional Communication Exercise (ELS 304), for her valuable help, perseverance, and—most importantly—for providing me with the positive inspiration I needed to finish this project.

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What is encouraging is how I have noticed the ability that I possess to handle difficulties that arise during my study has improved as a result of all the challenges I have faced in conducting and writing this task. This final year project includes all the information that a student is able to benefit from including the independence that one should hold onto while performing a project that they hold full responsibility for.

Last but not least, I would like to express my sincere appreciation to everyone who offered their helping hands in this project since without their motivation and helpful actions, it would have been impossible to complete the project by the deadline.

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