Enhancing College Students' Visual Literacy through Multimodal Analysis of Advertisements

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Article Info	ABSTRACT
	Visualization in various aspects requires students to understand the meaning clearly, particularly through the skill of visual perception. This article examines how students' visual perception skills are applied in interpreting advertisements. The research method employed is a descriptive qualitative approach with multimodal analysis (linguistics, visual, audio, gestural, and spatial) to uncover the meanings behind advertisements. The respondents involved in this study are students from two universities in Indonesia. The results indicate that students tend to engage more with digital-based advertisements than non-digital ones, with a clear preference for video ads over static images. Additionally, Indonesian students successfully applied multimodal analyses to various types of advertisements. These findings have practical implications for educational practices, especially in enhancing visual literacy and developing critical skills for understanding and creating media. The significance of visual literacy in global educational contexts is highlighted, providing insight into its potential applications in curriculum development and advertising literacy.

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1. INTRODUCTION

Advertising is a form of communication that aims to persuade people who see, read, or hear it to do something [1]. The promotion includes the name of the product or service [2] and how the product and service can provide benefits to potential buyers [3]. Finally, choosing the right media and message planning [4] requires a skill not all advertisers possess [5]. In the current millennial era, it is very easy to see advertisements for products we want to buy [6]. We can see product advertisements that are ubiquitous in mass media [7], whether on television [8], radio [9], or the internet [10]. This can be utilized to improve language skills, especially viewing skills, in the learning process.

In anticipating the 5.0 digital era, comprehensive viewing skills are needed [11] to improve the quality of education and prepare the millennial generation to face the digital transformation era [12]. This is to understand and interpret various media used in the learning process [13], [14], and also to interpret advertisements [15]. In addition, viewing skills are generally used for activities that involve visual and audio-visual elements [16], whether in the classroom [17], watching television [11], or interpreting various advertisements on the streets [18]. When most respondents have televisions at home and watch one hour of TV a day, the majority watch news and documentary programs [19]. Therefore, having excellent viewing skills can help obtain the main idea, identify themes, and feel the characteristics of the character [15].

Despite the increasing relevance of visual media in education, a gap exists in research exploring how students perceive and interpret advertisements across different media. Specifically, there is a lack of focus on students' multimodal analytical skills in interpreting advertisements and how these skills contribute to their broader media literacy. This research aims to bridge this gap by examining the viewing skills of college students concerning advertisements across various media and to assess the level of students' visual perception skills, identify their preferences for types of advertisements, and analyze their ability to apply multimodal analysis in understanding these advertisements. The findings will contribute to developing educational practices to enhance visual literacy skills, which are increasingly recognized as crucial in global educational frameworks, such as the OECD's media literacy standards and UNESCO's guidelines for improving educational outcomes in the digital age. Thus, the question in this research is

1. What forms, types of media, and advertisements do students like?
2. How do students analyze multimodal?

2. LITERATURE REVIEW

2.1. Viewing Skills

Visual literacy has been described as the ability to interpret and create visual images [20]. This skill has become increasingly important in the modern world, where visual information is ubiquitous [21]. One aspect of visual literacy is viewing skills, which refer to critically analyzing and interpreting visual images [22]. Research has shown that viewing skills can be developed through various means, including the analysis of advertising [23]. Advertising is a handy tool for developing viewing skills because it often uses complex multimodal messages [24]. By analyzing these messages, students can develop their abilities to interpret and critically evaluate visual images. Studies have also shown that the development of viewing skills can positively impact academic performance [25]. For example, students with strong viewing skills can better comprehend complex scientific diagrams [26] and are likelier to perform well in courses requiring visual data interpretation [27].

In conclusion, viewing skills are an important aspect of visual literacy and can be developed through advertising analysis. This development can have a positive impact on

academic performance. Further research is needed to explore the most effective methods for developing viewing skills.

2.2. Visual Literacy

Visual literacy is the ability to interpret, negotiate, and make meaning from information presented in an image, extending beyond simple recognition to encompass understanding and critical analysis [28]. It is an emerging field of study that explores what we see and how we interpret it, drawing from disciplines that examine the physical processes involved in visual perception [29]. The growing recognition of visual literacy stems from the increasingly visual nature of our world, where images, videos, and other visual media play a central role in communication, information dissemination, and cultural expression, thus necessitating a sophisticated understanding of how these visuals function [30]. Visual literacy is not merely about passively receiving visual information but actively engaging with it, requiring individuals to critically evaluate the content, context, and creator's intentions behind the visuals they encounter daily. This active engagement is crucial in today's society, where visual messages often carry hidden agendas, biases, and persuasive techniques that can influence attitudes, beliefs, and behaviors [31].

Visual literacy involves developing a range of skills, including decoding visual symbols and metaphors, understanding visual composition and design principles, recognizing the cultural and historical contexts that shape visual meaning, and critically analyzing visual media's ideological and persuasive functions [32]. Furthermore, visual literacy empowers individuals to create and share their visual messages effectively, utilizing visual communication techniques to convey ideas, tell stories, and express perspectives that resonate with their intended audiences. Developing visual literacy skills is a lifelong process, beginning early childhood and continuing throughout adulthood, as individuals encounter new visual forms and technologies [33]. Ultimately, visual literacy enables individuals to become more informed consumers and producers of visual culture, fostering critical thinking, creativity, and effective communication in a visually-saturated world [34]

Visual literacy is not confined to a single definition, with various scholars and practitioners offering interpretations based on their disciplinary perspectives and areas of focus. While definitions may vary, they generally emphasize the ability to effectively interpret and create visual messages. This involves understanding visual communication's technical, compositional, cultural, and ethical aspects [34].

2.3. Multimodal Analysis

Multimodal analysis is an approach to studying various modes of communication within a particular context, such as image, sound, and text. It provides a framework for analyzing how different modes of communication interact with each other to create meaning [35]. Multimodal analysis has been applied in various fields, such as education, media studies, and linguistics. It has been used in education to study students' engagement with learning materials [36] and to develop critical thinking skills [37].

Multimodal analysis has also been used in media studies to understand how audiences construct and interpret media messages [38]. Linguistics has been applied to analyze how meaning is conveyed through different modes of communication, such as

gestures and facial expressions [39]. Recent studies have explored the potential of multimodal analysis in social media. For instance, a study by Haimson and Hoffmann [40] used multimodal analysis to explore how individuals express identity through selfies posted on social media platforms.

In conclusion, multimodal analysis provides a rich and comprehensive approach to studying different modes of communication. Its application has been observed across various fields and has proven helpful for developing critical thinking skills and analyzing social media messages.

3.   METHOD

The method used in this research is qualitative description. The research begins by distributing questionnaires to students to obtain information about viewing habits. After collecting the questionnaire data, they were analyzed and described based on percentages. Next, students were given assignments on multimodal analysis of short videos and then reported in this research randomly by looking at the best analysis results.

3.1. Respondents

The respondents in this study were first-semester students, consisting of 90 people, with 28 males and 62 females from two universities in Indonesia, namely Politeknik Tekstil Bandung and Singaperbangsa Karawang University. The reason for choosing these two universities is to obtain data from two disciplines, namely science and humanities. Students from Bandung Textile Polytechnic were taken from science backgrounds, while students from Singaperbangsa Karawang University were taken from students with humanities backgrounds. So that complete information will be obtained.

3.2. Data Collection and Data Analysis

The purpose of this study was to collect and analyze data on first-semester students from two universities in Indonesia, Politeknik Tekstil Bandung and Singaperbangsa University Karawang, intending to obtain an accurate picture of students' characteristics, experiences, and perceptions that occur naturally in the first semester. A survey research design was adopted to collect data for this study. A total of 90 first-semester students, consisting of 28 males and 62 females, participated in this study. The data collection process was conducted by asking the participants to fill out a questionnaire designed for this study.

In collecting primary data, this study uses multimodal analysis instruments for students to analyze advertisements found in digital media in the form of moving and still images. The multimodal analysis consists of linguistic, visual, audio, gesture, and spatial analysis [37], [35].

In the data analysis process, to answer the first problem formulation, namely processing the questionnaire using descriptive statistics to get information about viewing habits, while for the second problem formulation, the researcher tries to discuss the results of the analysis of students who have been assessed and then discuss and interpret them.

4.   RESULTS AND DISCUSSION

4.1. Advertising Form

A study of students who analyzed types of advertisements found that 54 percent viewed video advertisements, while 46 percent viewed image-based advertisements. The video-based platform was taken from television, YouTube, and Facebook, while image-based advertisements were taken from websites, social media, newspapers, pamphlets, billboards, and others.
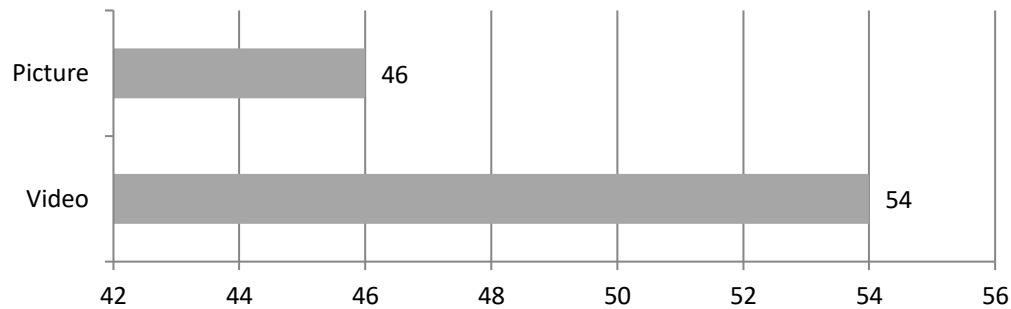

Figure 1. The form of advertisement chosen by students

The research findings on college students' viewing skills and advertisement preferences align with previous studies [41]. Video advertisements are more effective in grabbing viewers' attention and conveying messages than image-based ads. Additionally, video-based platforms such as YouTube have gained popularity among younger generations as a source of information and entertainment [42].

Nonetheless, the fact that 46% of the respondents viewed image-based advertisements is noteworthy, indicating that this type of advertising is still relevant and effective. Chen et al. [43] found that image-based ads can evoke emotional responses and lead to better recall of the advertised product or service.

The variety of platforms from which the ads were obtained, including social media, newspapers, and billboards, emphasizes the significance of understanding the advertising context. Reported that the medium of advertisement presentation can affect the audience's perception of the advertised product or service and their attitude toward the advertisement itself [44].

This research provides valuable insights into college students' viewing skills and advertisement preferences. Further studies must examine the factors influencing these preferences and their implications for advertising strategies and consumer behavior.

4.2. Advertising Media

The type of advertising media favored by students nowadays is in digital format compared to non-digital, with a ratio of 70 percent for digital and 30 percent for non-digital.
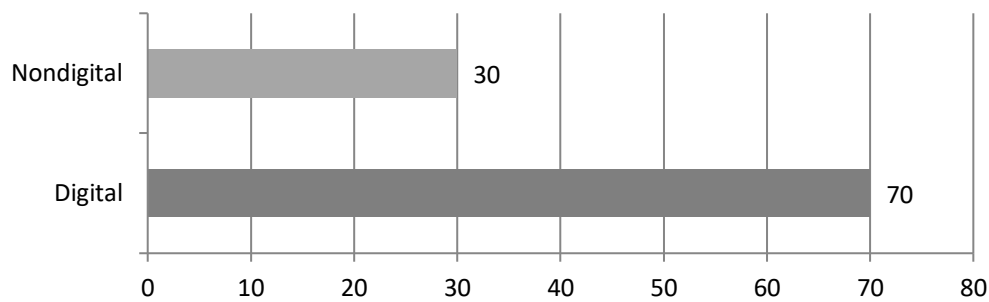
Figure 2. Advertising Media Chosen by Students

The increasing preference for digital advertising media among students is consistent with the broader digitalization trend across different domains, including advertising. According to Kim and Ko, digitalization has significantly changed the advertising industry, enabling advertisers to target their audience more effectively and efficiently via various digital platforms [45]. Additionally, the shift towards digital advertising media can be attributed to the rising use of mobile devices among students, as highlighted by Yang et al. [46], who argue that mobile devices have become an integral part of student's everyday lives and the primary means of accessing digital content, including advertisements. Nonetheless, it is important to note that non-digital advertising media remain relevant, particularly in specific contexts and for particular target audiences. As indicated, print media like newspapers and magazines still have a devoted readership among specific age groups and demographics [47]. These findings suggest that the advertising industry must keep adapting to students' changing media consumption habits, with a particular emphasis on digital platforms.

4.3. Type Advertising

Based on the diagram, it was found that students were more interested in beverage advertisements, with a percentage of 37%, followed by food advertisements at 20%, beauty products at 19%, product advertisements at 14%, cleaning tools at 6%, and each 2% for drug advertisements and public service announcements.
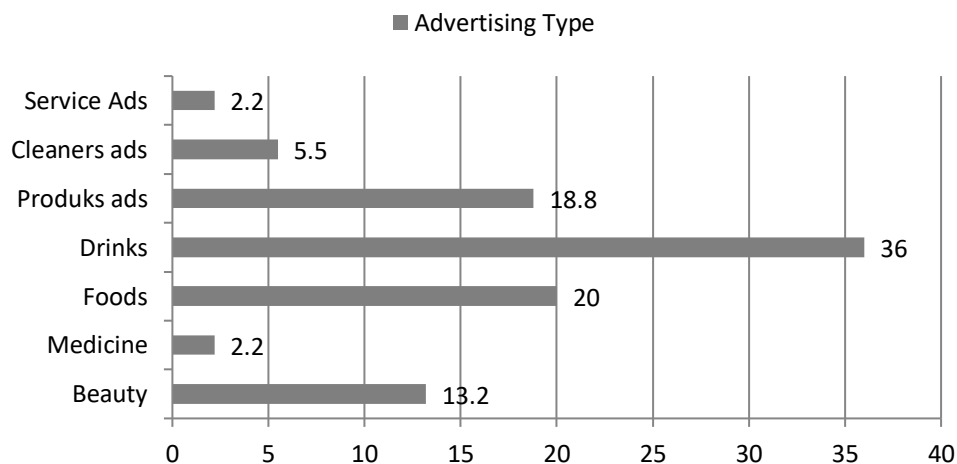

Figure 3. Types Of Advertisements That Students Like

Several studies have examined consumer preferences in advertising and can provide insights into the earlier findings. For instance, Tariq et al. [48] found that emotional appeals and a sense of social identity are preferred by consumers, which could explain why food and beverage advertisements were the most preferred among the students. Additionally, Lin and Chen [49] discovered that younger consumers tend to be more receptive to beauty and personal care advertisements, as these products are often associated with self-expression and self-improvement, which could explain why beauty products were the second most preferred type of advertisement. These results suggest that advertisers should consider the preferences and interests of their target audience when designing their ads, and that emotional appeals and social identity can be effective ways to engage consumers.

4.4. Multimodal Analysis

Below is a form of multimodal analysis carried out by students. In this article, the author randomly wrote the forms of analysis, which were then corrected and compared. The analysis includes linguistic, visual, audio, gestural, and spatial analysis. The analysis is as follows:

4.4.1. Linguistic Analysis

The linguistic element is the language analysis found in the ad in words, phrases, clauses, or sentences. The analysis is as follows for a dishwashing soap ad (Figure 4):

Figure 4. The Jasjus advertisement pamphlets

The meaning contained in the language elements of a jasjus advertisement includes various aspects that aim to attract attention, persuade, and encourage potential consumers to buy the product. These language elements usually contain persuasive, emotional, and informative meanings.
The language of advertisements is designed to shape the emotions and logic of consumers to make them interested in the product. Advertisements often apply words that encourage positive emotions, such as "sweet," "fresh," or "delicious." In the advertisement for Jasjus, these words embody a sense of happiness or pleasure when enjoying the drink. The ad's language is designed to be short and easy to remember. Slogans such as "the sweet thrill of traveling the world!" use rhythm to add appeal and to stick in the minds of consumers.

The strategic deployment of language elements in advertising is a pivotal mechanism for capturing audience attention, fostering persuasion, and ultimately driving consumer purchasing behavior [50]. Frequently imbued with persuasive, emotional, and informative

dimensions, these linguistic components are meticulously crafted to resonate with the target demographic [51], [52]. Advertisements strategically harness language to mold consumer sentiment and logical reasoning, cultivating a heightened affinity for the advertised product [53]. The deliberate selection of words designed to evoke positive emotions, such as "sweet," "fresh," or "delicious," is a common tactic employed to elicit a sense of gratification and pleasure associated with the consumption of the product [54]. The Jasjus advertisement, for example, leverages these evocative terms to instill a perception of happiness and satisfaction derived from indulging in the beverage. Advertising relies on textual elements and semiotic modalities, incorporating visual images, layouts, gestures, and sounds to create a comprehensive and captivating message [55].

The linguistic construction of advertising slogans often prioritizes brevity and memorability, exemplified by phrases such as "the sweet thrill of traveling the world!" Incorporating rhythm in such slogans enhances their appeal and ensures their retention in the consumer's memory. An advertisement's effectiveness hinges on its capacity to address a specific target audience strategically, align with predetermined objectives, and effectively convey the core interests of the intended recipients [56]. Including pertinent details is a persuasive element designed to capture attention and sustain interest [56].

4.4.2. Visual analysis

This visual element aims to understand the meaning contained in the image (color, texture, lines, symbols, shapes, perspective, framing, focus, and lighting).

Figure 5. One of the images was visually analyzed by students (Cheese Advertisement)

Color. The distinctive color of cheddar cheese, usually golden yellow, significantly impacts visual appeal. This color not only reflects the quality and maturity of the cheese but also influences taste perception. Research shows that color can provide an initial impression of taste; the brighter the color, the higher the consumer expects a rich and savory taste.

Texture. The texture of cheddar cheese is also an important visual element. Good cheddar cheese should have a smooth and creamy texture with a hint of moisture. In the context of cheddar cheese blended sausages, the texture may vary depending on the percentage of cheese added. Adding cheddar cheese to sausages can make the texture chewier or even mushy if too much is used, which may affect consumer acceptance.

Presentation. The way cheddar cheese is presented in an advertisement or product also plays a role in visual analysis. Attractive presentations, such as chunks of cheese melting on top of a dish or served with other contrasting ingredients, can increase visual appeal and appetizing.

For example, serving cheddar cheese with fresh vegetables or bread can add a fresh and appetizing impression.

Visual Context. The context in which cheddar cheese is presented also affects flavor perception. Advertisements that show cheddar cheese in a warm and friendly setting, such as a gathering with family or friends, can increase positive associations with the flavor and quality of the product. Visual elements such as bright backgrounds and natural lighting can reinforce these positive impressions.

The visual analysis of cheddar cheese reveals that its perceived quality and consumer appeal are intricately linked to several key factors, encompassing color, texture, presentation, and visual context [57]. The distinctive golden-yellow hue of cheddar cheese significantly influences visual appeal, acting as an initial indicator of quality and maturity and subtly shaping taste expectations [57]. Color perception, deeply rooted in consumer psychology, establishes a preliminary sensory expectation, where a brighter color often suggests a richer and savory flavor profile [58]. Furthermore, this initial visual impression can significantly impact subsequent taste perception, potentially leading consumers to perceive flavors that align with their pre-existing color-based expectations. Packaging color is dominant in capturing consumer attention and conveying information about a product's sensory properties [59]. The texture of cheddar cheese, another pivotal visual element, contributes significantly to its overall sensory experience. A smooth and creamy texture, often associated with high-quality cheddar, is visually assessed for its moisture content and uniformity, indicating careful craftsmanship [60]. The way cheddar cheese is presented, whether in advertisements or as a standalone product, markedly influences its visual allure, thus enhancing its perceived desirability and appetizing nature. Presenting cheddar cheese in an appealing manner, such as showcasing melting cheese on a dish or pairing it with complementary ingredients, can significantly elevate its visual impact and stimulate consumer interest. This strategic presentation leverages the principles of visual merchandising, aiming to capture consumer attention and communicate specific attributes, such as freshness, naturalness, or gourmet quality. Effective packaging design should draw attention to the product visually, emotionally, and rationally to enhance the product's value [61], [62]. Moreover, the visual context surrounding cheddar cheese is crucial in shaping flavor perception and reinforcing positive associations. Advertisements depicting cheddar cheese in warm, convivial settings, like family gatherings, can cultivate positive emotional connections with the product, enhancing its perceived flavor and quality. These marketing strategies tap into the emotional aspects of food consumption, associating the product with positive experiences and social connections to foster brand loyalty and drive sales. Visual elements like bright backgrounds and natural lighting can further amplify these positive impressions, creating an inviting and appealing image that resonates with consumers. Therefore, the visual presentation of cheddar cheese is critical in shaping consumer perceptions and influencing purchasing decisions [62].

4.4.3. Audio Analysis

Audio analysis taken from the trailer https://www.youtube.com/watch?v=E7S7 Md4t1GU Audio is an advertisement element involving sound from narration or ad message, music, and other sounds. The audio element in the multimodal analysis includes every aspect

of sound, production, and how it can be heard and interpreted by listeners or viewers. The audio element can include sound effects, music, and silence created to build or support the atmosphere of the advertisement.

> Short, upbeat, easy-to-remember songs with a fast beat are usually used to attract consumers' attention. The song creates a positive emotional feeling towards the product and makes it easy for consumers to remember. The sound effects, such as water splashing, ice clanging, or a glass filled with liquid, create a sense of freshness and enjoyment. This emphasizes the message that Jasjus is a very refreshing drink. The narrator uses a cheerful, energetic, and attention-grabbing tone, especially for the main targets, such as children and families. This also makes the message contained in the ad sound more fun and friendly. The background music's upbeat melody and fast tempo create an energetic and fun atmosphere. This helps convey the values attached to the product, such as happiness, freshness, and vigor. The interaction between the stars of the ad, in which the dialogue and tone are adjusted to reflect cheerfulness and familiarity, is relevant to Jasjus' target market.

The effectiveness of emotional appeals in advertising, while generally positive in fostering favorable attitudes toward the ad and the brand, is not universally applicable across all product categories, cultural contexts, or consumer demographics [63]. Emotional advertising can connect with consumers more deeply, influencing their purchasing behavior by creating an emotional connection with the brand, leading to positive purchase decisions and fostering brand loyalty [64]. In this context, it assumes significance in establishing resonance with the intended audience, bolstering the advertisement's overall effectiveness. By eliciting positive emotions and associating them with the brand, advertisers can create a lasting impression on consumers, increasing the likelihood of future purchases and brand advocacy. The impact of advertising extends beyond mere product promotion, shaping cultural perceptions, societal values, and consumer aspirations [65]. The underlying premise posits that advertisements serve as cultural artifacts, mirroring and influencing societal norms, values, and aspirations, thereby contributing to the construction of collective identities and shaping consumer behavior [66]. It is widely recognized that effective advertising necessitates a strategic alignment with the cultural values and preferences of the target audience, ensuring that the message resonates with their sensibilities and aspirations [56]

The strategic employment of emotional appeals in advertising assumes paramount importance in shaping consumer attitudes and influencing purchasing behavior, yet its effectiveness hinges upon a nuanced interplay of contextual factors, target audience characteristics, and the specific nature of the product or service being promoted [67]. While emotional appeals can be particularly effective in fostering positive attitudes and brand loyalty, their indiscriminate application may not yield optimal results across diverse product categories or cultural milieus. Indeed, the judicious selection of emotional cues, skillful integration into the advertising narrative, and alignment with the target audience's values and aspirations constitute critical determinants of advertising success. The emotional branding paradigm emphasizes the cultivation of strong emotional bonds between consumers and brands, fostering customer loyalty and advocacy through meaningful engagement and shared

values [68]. This approach necessitates a profound understanding of consumer psychology, cultural nuances, and the specific emotional triggers that resonate with the target audience.

4.4.4. Gesture Analysis

Figure 6. Adverstising of Jasjus

The gestural elements in Jasjus advertisements refer to the body movements, facial expressions, and body language used by the stars in the advertisements to convey messages and emotions. The following are the meanings contained in the gestural elements of the Jasjus advertisements. In Jasjus advertisements, stars often show cheerful and happy facial expressions after enjoying the product. This expression indicates that Jasjus provides a sense of freshness, fun, and enjoyment that anyone can enjoy. These facial gestures reinforce the image of the product as a drink that provides happiness and satisfaction. Hand gestures, such as gesturing or showing Jasjus drinks with enthusiasm, also give the impression that the product is delicious and worth trying. This creates an emotional connection with the audience and encourages them to experience the freshness of the product for themselves. In some ads, the ad stars portray lively body movements, such as dancing with energy. This creates the impression that the product is refreshing and provides vigor and vitality, suitable for active and energetic people. There is interaction between the advertising stars in the Jasjus ad, showing the togetherness and happiness created through the consumption of the product. Gestures such as laughing or talking to each other while enjoying the drink emphasize the social value and togetherness that this product can offer.

The analysis of gestural elements within Jasjus advertisements reveals a strategic deployment of non-verbal communication aimed at constructing specific meanings and influencing consumer perception [55]. Facial expressions, hand gestures, body movements, and interpersonal interactions are meticulously orchestrated to convey the intended brand message [69]. The consistent portrayal of cheerful and happy facial expressions immediately following the consumption of Jasjus products serves as a visual metaphor for the sense of freshness, enjoyment, and overall satisfaction that the beverage purports to deliver [70]. These expressions function as signifiers of the product's inherent qualities, associating Jasjus with positive emotional states and experiences, effectively reinforcing its image as a source of happiness and contentment [71]. Furthermore, hand gestures, such as enthusiastic displays of the Jasjus beverage, contribute significantly to constructing a desirable product image, subtly urging consumers to consider the product a delicious and worthwhile choice. This carefully crafted non-verbal communication establishes a connection with the audience, strategically inviting them to personally discover the refreshing qualities of Jasjus and influencing their purchasing behavior [72].

Incorporating dynamic body movements, such as energetic dancing, in certain Jasjus advertisements introduces an additional layer of meaning, associating the product with vitality, energy, and an active lifestyle. These movements effectively position Jasjus as more

than just a refreshing drink; it is portrayed as a catalyst for vigor and physical activity, making it particularly appealing to individuals who identify with an energetic and dynamic lifestyle. Moreover, the depiction of interactions between advertising stars, showcasing shared experiences and happiness derived from consuming Jasjus, underscores the social dimension of the product, fostering a sense of community and belonging [73]. Gestures such as laughter and shared conversations during consumption emphasize the social value and the potential for togetherness that Jasjus can offer, thereby promoting the product as a facilitator of social bonds and shared experiences.

The strategic utilization of music plays a pivotal role in capturing public attention, ensuring that both the advertisements and the product of Jasjus remain firmly in the consumer's awareness [66]. This careful integration of music reinforces the intended messages, enhances brand recall, and creates a lasting impression on potential consumers, ultimately contributing to the product's market success.

4.4.5. Spatial Analysis

The following are the results of the students' spatial analysis of Figure 6:

> Spatial elements in Jasjus advertisements refer to space, distance, and arrangement of visual elements designed to form a certain impression and emphasize the message. In the context of Jasjus ads, spatial elements are important in attracting the audience's attention and creating an emotional connection with the product. The following are some meanings contained in the spatial elements of the Jasjus advertisements. *Prominent Product Placement*: Jasjus products are often placed in the center or a prominent position in the advertisement. This gives the impression that the product is the center of attention and the story's core or advertising message. This placement aims to draw the audience's attention to the product and arouse the desire to try or buy. *Use of Open and Wide Spaces:* Jasjus advertisements feature wide open spaces, such as parks or beaches, to create a sense of freedom, freshness, and comfort. This spacious setting portrays the product as part of an active and free lifestyle, suitable for enjoying various occasions, especially when relaxing or hanging out with friends. *Visual Composition that Directs the Gaze: In Jasjus ads, lines or other visual elements* direct the audience's gaze to the product or the character enjoying the drink. This technique ensures that the audience focuses on the main element, the product, reinforcing the message that the product is the best choice. *Arrangement of Characters in Spatial Composition.* The arrangement of advertising stars in commercials, such as characters interacting with the product or sharing a drink, is often done in reasonable proximity to each other to portray social closeness and togetherness. This emphasizes the social value of drinking together, which is part of Jesus' image as a drink that brings people together in a cheerful atmosphere. According to the study of multimodal analysis, spatial elements function as a context-shaper and reinforce the message to be conveyed in the advertisement. This spatial arrangement makes the advertisement more visually appealing and affects the audience's perception of the product and the lifestyle the brand wants to offer. For example, a spacious and open spatial arrangement emphasizes the fresh nature of the product and that it can be enjoyed on various occasions.

Spatial elements within Jasjus advertisements are strategically employed to capture the audience's attention and forge potent emotional connections with the product, utilizing space, distance, and visual arrangement to shape perceptions and reinforce the intended message [69]. These elements are critical in constructing a narrative that resonates with consumers, influencing their perceptions and ultimately driving purchase intent [74]. The strategic placement of Jasjus products, often at the center or in a prominent position within the advertisement, commands immediate attention and establishes the product as the focal point of the narrative or message, guiding the viewer's eye and emphasizing its significance

[75]. This prominence aims to pique the audience's interest and cultivate a desire to experience or acquire the product, integrating it into their aspirations and lifestyle [70].

Jasjus advertisements frequently incorporate expansive open spaces like parks or beaches to evoke freedom, freshness, and ease. This positions the product as an integral component of an active and unrestricted lifestyle, ideally suited for various occasions, particularly relaxation or social gatherings with friends. Using lines and other visual cues to direct the viewer's gaze toward the product or a character enjoying the beverage ensures that the audience's attention is laser-focused on the product, reinforcing its status as the premier choice in its category [76]. This technique subtly but effectively communicates the brand's value proposition, aligning the product with positive experiences and desirable social contexts.

Furthermore, the deliberate arrangement of advertising personalities within commercials, showcasing interactions with the product or shared consumption, is typically executed with proximity to underscore social bonds and camaraderie, further highlighting the social dimension of enjoying Jasjus, solidifying its reputation as a beverage that fosters connections in a cheerful environment [77]. The composition of these elements contributes significantly to the overall effectiveness of the advertisement in creating a lasting impression and strengthening brand recognition. Advertisements play an important role in motivating, building perception, educating, and helping build a lasting memory of a product in the mind of the consumer [78].

5.   CONCLUSION

This study explored the effectiveness of digital and image-based advertising media on college students' perceptions and preferences. Examining various advertising platforms, we found that students generally prefer digital advertising, particularly those based on video content. However, image-based advertisements remain relevant and practical in specific contexts, especially when paired with emotional appeals and social proof.

The research objectives were successfully addressed by analyzing how different advertising media influence students' attitudes toward products and services. By considering factors such as emotional appeal and social proof, it became evident that the environment in which the ad is presented plays a significant role in shaping consumer perception. Furthermore, understanding the preferences of the target audience was key in developing advertisements that resonate more effectively with students.

6.   RECOMMENDATION

Educators and media practitioners should integrate media literacy and visual literacy training into curricula to enhance students' understanding of how digital and image-based advertising impacts their decision-making. Media practitioners should focus on the most popular digital platforms among students while ensuring that emotional and social appeal elements are leveraged effectively. Advertisers should also consider the context in which ads are presented to ensure the message aligns with students' interests and preferences.

Future research should explore longitudinal studies to assess the long-term effects of different advertising media on college students' behavior and preferences. Cross-cultural

comparisons could also provide valuable insights into how cultural differences influence students' responses to various advertising formats. Further research into the role of visual literacy in advertising, including studies examining the impact of multimodal training, will help provide more precise directions for improving advertising strategies tailored to younger audiences.

Explicit practical recommendations for educators and advertisers would benefit from further investigation into the long-term effects of multimodal advertising training on student behavior, focusing on enhancing their visual literacy. Additionally, comparative studies between digital and traditional media could offer deeper insights into the effectiveness of advertising in different cultural contexts.

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