

CHAPTER I

INTRODUCTION

1. Background of the Problem

The issue of slow development of children's intelligence caused by a lack of self-recognition with the objects of the surrounding environment is one of the problems of parents, especially among Gen Z today. This and can happen in one aspect (motor, language, social, etc.) that results in differences in child development, this phenomenon is often experienced by parents who do not contribute to children's development, such as improving gross or fine motor skills. From a journal excerpt (Kuswanto et al., 2021) Meriyati argues that developmental aspects in children require stimulus to achieve certain successes, various activities in training the development of fine motor skills such as tying shoelaces, meronce, folding, scissors, shaving, coloring pictures, gluing and weaving, of course these activities are closely related to the use of fine muscles, finger skills, wrists and organization between the eyes and also (Meriyati, 2021). This indicates that play activities in practicing the development of fine motor skills certainly require the right media as a means of early childhood learning, one of which is playing *slime*.

The development of the children's toy industry in Indonesia is currently said to be in line with consumption trends and market needs. For marketing, these environmental changes can be new challenges that require new responses and ways of solving, or on the contrary, it can be an opportunity or opportunity to develop their business (Muanas, 2021). The more generations develop, the more methods used to attract consumer decisions to buy a product, for example by displaying attractive visual elements and the application of soft selling content. Starting from poster design, marketplace design to creating unique and relevant content is also one of the ways companies attract attention (Mokalu et al., 2022). According to APJII (Indonesian Internet Service Providers Association) data in 2023, there was an increase in internet use in Indonesia reaching 78.19% in 2023 or equal to 215,626,156 people out of a total population of 275,773,901 people.

Play *Slime* has various benefits for child development, especially in terms of Sensory stimulation and fine motor skills. This is because the game *Slime* involves a variety of textures that can stimulate children's sense of touch, thus helping them recognize and distinguish different sensations (Reikha Pratiwi, 2025). Squeezing, pulling, stretching movements while playing *Slime* can help children develop their senses by stimulating

neurons to function optimally. These movements occur under the control of the brain constantly and are received by the brain, which allows it to process the information received through the neural network. The stimulation obtained will make the muscles flex with repetitive movements (Asyabillah, 2024).

From this, it can be seen that *slime* can be a unique and fun sensory learning medium. Based on a questionnaire that has been distributed to 82 audiences, as many as 53.7% stated that training the fine motor system in children is very important to help children's intelligence with educational videos about slime knowledge and interesting information about slime. One of the disadvantages of slime products is that based on the results of the questionnaire, 26.8% did not like the texture of the slime itself so they considered it a strange toy and only knew the advertisement at a glance from social media that followed the trend without knowing the advantages of slime which can have a positive impact on children's dexterity and intelligence.

This shows that both parents and consumers who consider sensory play important for children but only know that slime is a product that is considered an entertainment toy and even according to the questionnaire that has been distributed, 32.9% of respondents, the majority of whom are parents between the ages of 20-35 years old, answered that they do not know the function and benefits of slime.

Therefore, slimeday is present as one of the slime brands that prioritizes its function as a learning medium to train children's creativity from an early age, slimeday uses social media as a means for them to channel information about slime sensory play products as well as promote their products. However, the competition between slime producers in Indonesia is still very high. Here are the brands that are competitors of Indonesian slimeday based on the level of popularity on Instagram:

Table 1 1 Slim company competitor data

Brand Slime	Instagram follower level
Potatos_slime	373 RB followers
Slime_bintaro	302 RB followers
Slimeday_	55.8 Thousand Followers

Source : private search

Based on the table above, it shows that slimeday has a fairly low level of followers from competitors of slime manufacturers in Indonesia which means that not many people know the slimeday brand, besides that data was obtained in the form of Slimeday sales level for three years

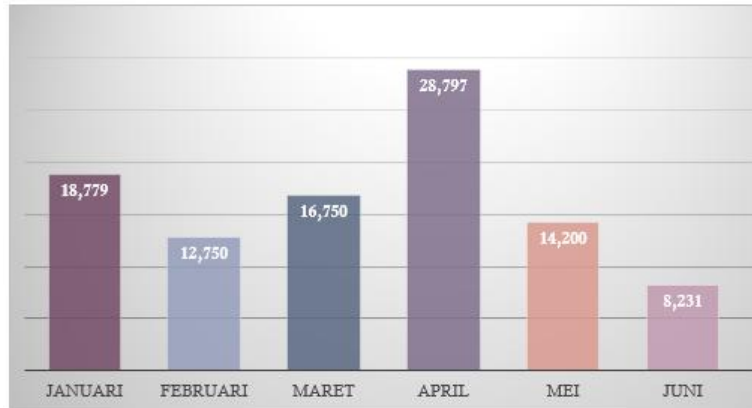


Figure 1 1 Lowest Sales Data 2025

(Source: data owned by the Company with the permission of the Director of Slimeday)

Table 1 2 Sales Recap of the Last 3 Months

Month	Sales
April	28.797 pcs
June	14.200 pcs
July	8.231 pcs
Sales Target per month	45,000 – 60,000 pcs

Source : Slimeday Supervisor Data

Based on sales data for the last three months, slimeday is seen to have ups and downs so that it has an average sales of around 12,377 pcs when totaled with the number of recaps above, starting from the last three months which did not even reach half of the product sales target.

In this case, of course, it is influenced by the lack of *Slimeday awareness brand* which makes the audience rarely interact and know Slimeday as a slime manufacturer. Even though slimeday has been around for a long time, it is still difficult to increase sales targets and visibility to the audience. Comparison with the number of followers from competitors makes Slimeday's audience share itself only 7.64%, calculated with the Digital Market Share Formula as follows:

$$55,800+302,000+373,000=730,800$$

Total slime industry followers from 3 major brands = 730,800 followers

$$\text{Market Share} = \frac{\text{Followers Slimeday}}{\text{Total Followers}} = 100\%$$

$$\frac{55.800}{730.800} \times 100\% = 7,64\%$$

The level of Slimeday's brand awareness is also strengthened through the results of the questionnaire that has been distributed to the main target audience, namely generation Z and millennials aged 20-40 years, where most of the respondents have entered the parenting phase, here are the Questionnaire Results obtained:



Figure 1 2 Quiz results get to know slime by slimeday

Source: Personal Documents

Based on the results of the questionnaire that has been distributed to 82 respondents aged 20 to 40 years and above, data was obtained that as many as 78.6% of respondents already know the Slimeday brand, while 22% of respondents stated that they do not know or do not know the brand. Therefore, targeted marketing design is needed to increase brand awareness and product sales effectively so that consumers can get to know Slimeday better and the benefits and value it offers.

In terms of advantages or seen in terms of unique selling proposition (USP), Slimeday actually has its own uniqueness compared to other competitors, which is evidenced by the SNI label which means the product is safe to touch and inhale by children. *Unique Selling Point (USP)* It is a marketing statement that emphasizes the uniqueness of a product compared to its competitors and is the main reason for consumers to choose the product. In addition to Unique Selling Point

(USP) being a key concept in marketing activities in helping brands to differentiate themselves from competitors (Amelia & Pandrianto, 2025) However, the USP of Slimeday is not widely known and has not been conveyed well so that consumers do not give their trust to slimeday products. So a marketing strategy is needed in this design, so that the audience knows more about the advantages or USPs of this slimeday product.

Apakah Anda akan lebih tertarik membeli slime jika pada kemasan terdapat informasi yang jelas (misalnya manfaat, keamanan, cara bermain)?

82 responses

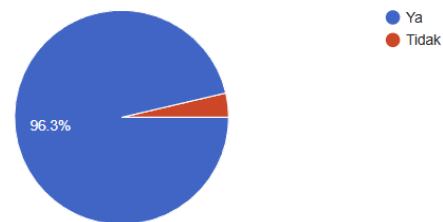


Figure 1 3 Results of the interest questionnaire with slime

Source : Personal documents

The results of the questionnaire obtained data as many as 96.3% answered their interest in slime products when important information about the slime itself was added

1.2 Identify the problem

1. According to the observation results, slimeday products are still less than the sales target.
2. According to the results of the questionnaire data, 22% do not know about slimeday and do not know the benefits of slime.
3. From the results of observation, his social media insight is still lacking compared to bintaro slime and potatos slime which get an average of 300 thousand views a day.
4. Slimeday has the same number of posts as competitors but still has low engagement such as the number of video views and audience interaction.

1.3 Problem Formulation

How to increase CV advertising engagement. Slimeday Indonesia with educational videos about slime?

1.4 Problem Limitations

- 1.) This design focuses on optimizing Slimetay's social media and strengthening product identity through Slimetay's *unique selling point (USP)* which already has SNI as a differentiating value.
- 2.) Focusing on implementing *time for your page (FYP)* is limited to analyzing peak time patterns based on previous Slimeday content performance.
- 3.) The marketing strategy is focused on Slimeday promotional activities from social media marketplaces, such as TikTok and Shopee.

1.5 Purpose of Planning

- 1) Increase the sales turnover of slime CV. Slimeday through digital promotional media.
- 2) Increase public brand awareness to get to know more about slime products and the uses of slime.
- 3) Produce more targeted informative and educational social media content.
- 4) Help companies leverage video strategies and *time-to-use for your page (FYP)* more effectively.

1.6 Benefits of Planning Results

Theoretical Benefits

1. Adding insight in the field of Visual Communication Design (DKV), especially in the implementation of promotional strategies and digital advertising media to increase *brand awareness* of MSMEs.
2. Contributing to the development of educational promotion theory, namely promotional videos that not only increase sales aspects, but also contain educational value for consumers, especially in the context of children's products.
3. It is an academic reference for students or other researchers who want to examine the relationship between digital promotional media design, educational content, and increasing brand *awareness* on local creative products.
4. Provides a useful theoretical basis for future research that will discuss the role of slime for children and advertising in strengthening awareness of a product or brand and positioning children's toy products.

Practical Benefits

1. Help CV. Slime Day understands the visual and marketing strategies that are already in place to guide improvement.
2. Provide clear guidance or work references in managing social media content.
3. It is the basis for research and strategic reference for Slimeday to increase *brand awareness* and advertising planning in the future.
4. Encourage children to experiment more actively and reduce dependence on gadgets.

1.7 Planning Framework

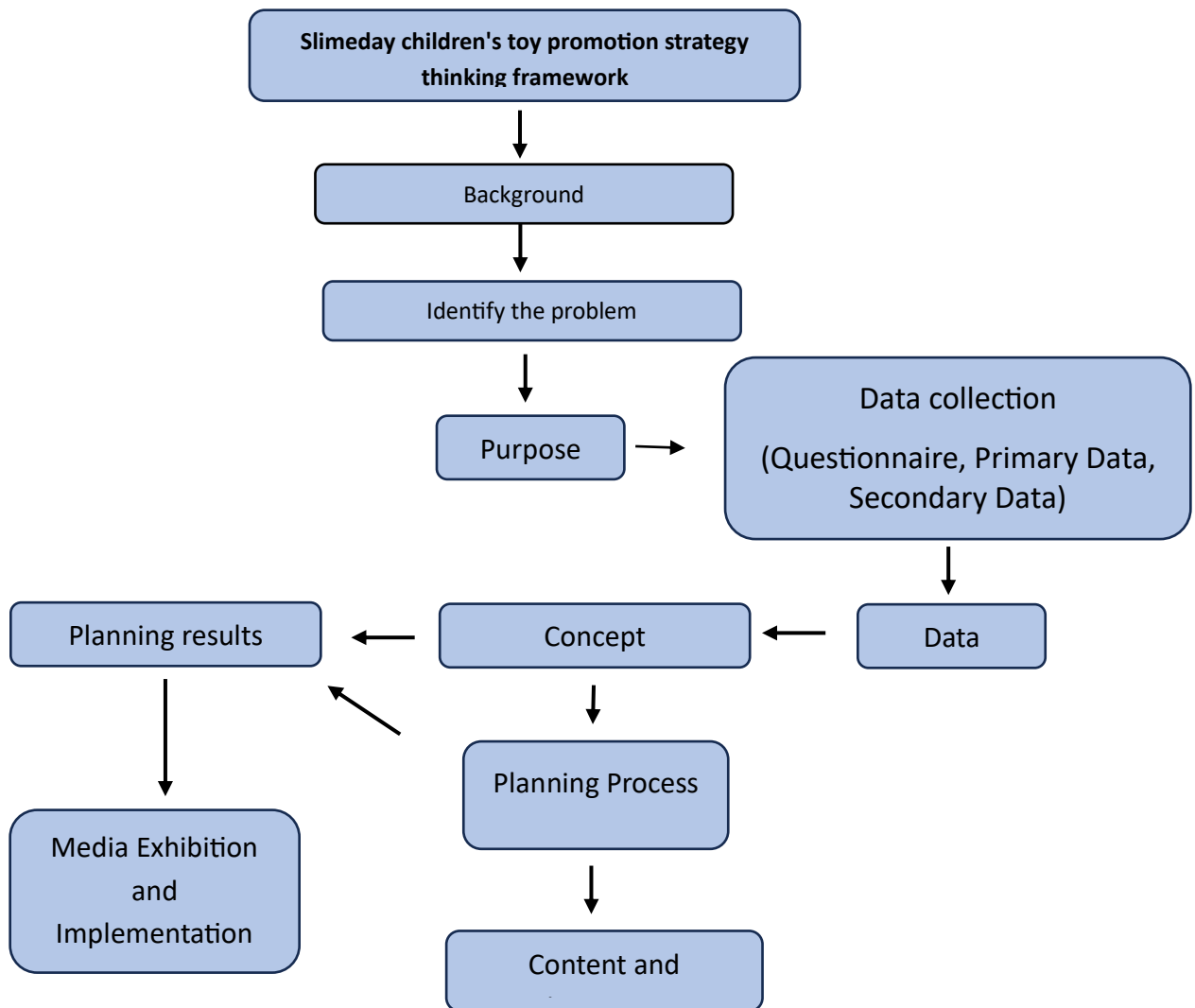


Figure 1 4 Frame of Mind

Source: Personal Documents

The framework for designing the Promotion strategy for Slimeday Indonesia is systematically prepared through several interconnected stages. The process begins with the preparation of **the background, which explains the phenomena and problems faced by the CV. Slimeday.** The next stage is problem identification, where several main obstacles are found, such as the low level of public awareness of Slimeday products, the weak

promotional strategy implemented, the lack of consumer understanding of the benefits of the product, and low competitiveness in the market.

These problems are then formulated into the purpose of design, which is to create an advertising strategy that is able to increase engagement while strengthening product positioning in the market. To achieve this goal, data collection is carried out through literature studies and secondary data, as well as analysis of competitors and similar brands. Furthermore, the data obtained was analyzed using SWOT, USP, and target audience analysis, in order to obtain a clearer picture of Slimetay's position in the digital market and in the children's toy segment. The results of the analysis are the basis for the design of the main media, which includes the development of advertising visuals, storytelling, and the selection of digital media that are relevant to the character of the audience, especially the Gen Z generation as the role of parents.

The final stage of this process is the development of an advertising or promotional strategy concept that is ready to be implemented. This strategy is expected to increase brand awareness, strengthen brand positioning, and contribute to increasing Slimeday sales. All of the design results are then presented in the form of a final project exhibition as well as part of the academic responsibility for this design project.