

Application of Segmentation, Targeting, Positioning, and Differentiation in CV Slimeday Indonesia's Slime Advertisements as a Sensory Play Medium for Children Aged 5-6 Years

Devina Putri Sholikhah^{1*}, Bayu Setiawan², Aryo Bayu Wibisono³

^{1,2,3}Department of Visual Communication Design, Faculty of Architecture and Design, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia, Email: devips1207@gmail.com, bayusetiawan.dkv@upnjatim.ac.id, aryobayuw.dkv@upnjatim.ac.id

ARTICLE HISTORY

Received: April 14, 2026
Revised: July 14, 2026
Accepted: July 14, 2026

DOI

<https://doi.org/10.52970/grdis.v6i3.2222>

ABSTRACT

This paper aims to examine the stages involved in developing an advertising strategy for sensory play-based children's toys produced by CV Slimeday Indonesia. Slime, as the company's flagship product, is considered an effective medium for supporting children's motor development, particularly during the golden age of early childhood. The advertisement is designed to communicate the educational benefits of sensory play in a manner that is clear, engaging, and easily understood by consumers. The development process employs the STPD (Segmentation, Targeting, Positioning, and Differentiation) framework to create a targeted and effective promotional strategy. This approach facilitates the analysis of digital marketing strategies by considering demographic, psychographic, geographic, and behavioral consumer characteristics, enabling the identification of appropriate target markets and the articulation of the product's unique selling proposition (USP). As a result, the strategy produces well-directed and effective short-form video advertisements for digital platforms, including TikTok, Instagram, and e-commerce video channels.

Keywords: Sensory Play, Children's Toys, Digital Marketing, STPD Strategy, Short-Form Video Advertising.

I. Introduction

The development of learning media for early childhood has become increasingly diverse. These media provide parents with alternative means of educating children and introducing them to the characteristics of their surrounding environment. This phenomenon indicates that play-based activities designed to develop fine motor skills require appropriate learning media, one of which is slime. Children undergo rapid development during their active play period, commonly referred to as the golden age, including the development of both gross and fine motor skills. Learning activities that stimulate the sensory abilities of children aged four to six years may be implemented through sensory play involving the seven sensory systems. This approach can assist teachers in stimulating children's sensory development. Such stimulation influences children's readiness and capacity to participate in learning and engage actively in daily activities. Therefore, by the time children enter preschool, they should be able to perform everyday activities while exploring and interacting with their environment more independently and comfortably (Meilani, 2021).

Sensory play has attracted increasing interest among young parents because it is considered effective in enhancing children's cognitive abilities and creativity. This view is supported by a statement attributed to

Dr. Sarah Smith, a child development specialist at UCLA, who explained in an exclusive interview that sensory activities stimulate nerve myelination, a process that accelerates the transmission of signals in the brain and provides a foundation for children's later literacy and numeracy skills. In addition, a UNICEF report emphasized that children from families with limited resources may benefit considerably from sensory play using locally available materials (Pascal Montessori, 2025).

Well-known children's toy brands, such as Play-Doh, are among the products most frequently featured in children's toy advertising. Play-Doh is a moldable dough toy that has become one of the most popular and iconic products in the history of children's toys (Hidayat, 2025). Motor-skill toys have also become increasingly varied, including slime, which is claimed to support children's motor development. Its soft texture and wide range of variants make slime attractive to children seeking unique play experiences. Slime is therefore considered capable of competing within the children's toy market. The children's toy industry is also regarded as a relatively sustainable business sector because demand continues to grow over time (Fathan, 2022).

Nevertheless, only a limited number of consumers understand the safety requirements and standards that must be met before toys can be sold to children and other consumers. In Indonesia, product safety is regulated through certification under the Indonesian National Standard, commonly known as SNI. SNI is a technical standard containing safety and quality requirements for children's toys. It is intended to protect children from hazardous substances and product designs that may cause accidents or injuries ("Safety Standards That Must Be Met by Children's Toys According to SNI," 2025). With regard to toy safety, security, and health, the National Standardization Agency of Indonesia has established Indonesian National Standards adopted identically from the ISO 8124 series. These standards contain requirements applicable to all children's toys. A children's toy is defined as an object or material designed, or clearly intended, for use in play by children under 14 years of age (SNI ISO 8124-1:2010; National Standardization Agency of Indonesia, 2012).

One Indonesian children's toy brand that has obtained the required sales authorization and SNI certification is CV Slimeday Indonesia. The company offers toys intended to support children's motor development and has operated since 2016. Its primary product is slime with distinctive food- and beverage-inspired shapes and fragrances, features that differentiate the product from those of other Indonesian local brands and constitute its unique selling proposition. A unique selling proposition, or USP, is a marketing statement that emphasizes the distinctive characteristics of a product compared with competing products and explains the principal reason consumers should select it. The USP is a central concept in marketing because it enables a brand to differentiate itself from competitors (Amelia & Pandrianto, 2025).

Slime by Slimeday is independently manufactured by CV Slimeday Indonesia. As the company continues to grow, it has expanded its market through digital marketing strategies on social media platforms such as Instagram and TikTok and through marketplaces such as Shopee, Tokopedia, and Lazada. Slimeday offers various types of children's toys, with slime and pop-it toys being among its most common products. Despite the implementation of promotional activities, Slimeday has experienced a decline and inconsistency in sales, as demonstrated by sales data recorded during the initial months of the downturn.

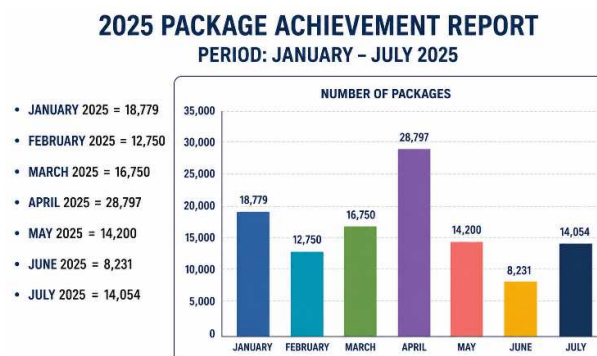
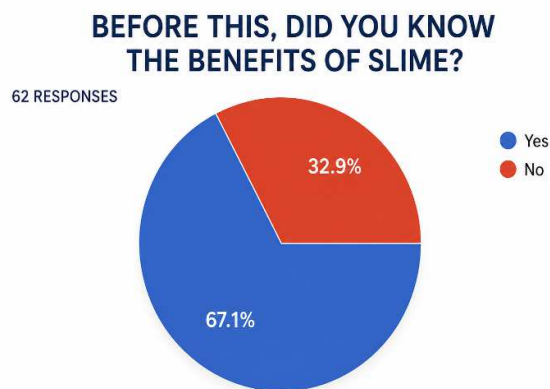


Figure 1. Slime Sales Package Achievement

The graph indicates that Slimeday's number of packages or orders fluctuated and generally remained unstable. Repeated decreases occurred particularly in February and June 2025, when monthly sales reached approximately 12,750 packages and declined to a low of only 8,231 packages. These figures remained substantially below the company's monthly target of 40,000 to 60,000 packages. Slimeday was able to sustain improved sales for only one month, which was insufficient for the company to achieve its sales targets through its marketplace-based distribution system. The decline in Slimeday's sales may result in a loss of market share, reduced competitiveness, and pressure on the company's cash flow because operating costs may not be adequately covered. Furthermore, low brand awareness may increase customer acquisition costs and reduce the possibility of repeat purchases. At present, Slimeday is primarily perceived as an affordable slime product, while consumers have not fully understood its benefits, safety, and product quality. This issue is reinforced by the results of a questionnaire administered to parents aged 20 to 35 years who had children in the golden-age developmental period. The respondents indicated a need for educational toys, including sensory play products, to support children's development and interaction.

The questionnaire results are presented below.



Graph 1. Slime Sales Package Achievement

The questionnaire involved 83 respondents aged 20 to 35 years. The results showed that 32.9% of respondents were unaware of the benefits of slime and were unfamiliar with the Slimeday brand. Meanwhile, 67.1% reported that they were familiar with both the benefits of slime and the Slimeday brand. Although most respondents demonstrated some awareness, the findings indicate that a considerable proportion of the target audience still does not understand the functions and benefits of slime or recognize Slimeday as a brand. Slimeday has several unique selling propositions that may influence consumer interest and perceptions of product safety. Its products are relatively more affordable than those of competitors, are available in distinctive variants resembling foods and beverages, and have obtained SNI certification. A unique selling point is a distinctive feature possessed by a business or product that differentiates it from other businesses or products in the same category. The USP strategy is characterized by the provision of products that differ from competing products, thereby creating a more distinctive position in consumers' minds (Kusumastuti, 2022).

These unique advantages should become major factors encouraging consumers to select Slimeday rather than competing brands. This assumption is supported by survey findings showing that many consumers believe beneficial toys do not necessarily need to be expensive. Consumers tend to prefer affordable products as long as product quality and safety are maintained. A purchasing decision is a process through which consumers recognize a need or problem and search for information about particular products or brands (Praestuti, 2020). Therefore, the unique selling proposition plays an important role in influencing purchasing decisions. Product pricing also serves as a major reference for consumers when determining whether to purchase a product. Consequently, pricing decisions constitute a key responsibility in sales management (Feriyanayah, 2024).

In this context, an effective communication strategy is needed to provide the target audience with relevant information about Slimeday's slime products through appropriate advertising media. Advertising is a form of nonpersonal marketing communication used by an organization to communicate information about products or services to a target public through television, radio, the internet, and other media (Agustina, 2022).

Promotion refers to activities conducted by a company to communicate product benefits and influence consumers' purchasing behavior (Arfah, 2022). The advertising strategy must also consider the applications and digital platforms most frequently used by the target audience, particularly social media. The proposed advertisement is designed as a short-form video to be published through platforms such as Instagram Reels and TikTok. The advertising video emphasizes Slimeday's unique selling propositions, particularly its affordable pricing and SNI-certified product safety. The primary advertising medium consists of short-form visual video content employing both soft-selling and hard-selling approaches. Supporting media include feed posts and carousel content that provide educational information and additional details about the product.

II. Literature Review and Hypothesis Development

2.1. Advertising

Online advertising plays a significant role in improving brand performance, particularly when it is strategically planned and implemented as part of an integrated advertising campaign (Ariska, 2023). In the digital marketplace, advertising has become increasingly important because online marketplaces serve as platforms that connect sellers and buyers, facilitate product promotion, and enable electronic transactions (Herawati et al., 2023). According to Fikih Gustafa (2024), advertising is one of the key elements of the promotional mix that organizations use to increase product sales. The effectiveness of digital advertising is also influenced by social media marketing activities, promotional strategies such as free shipping, and the overall performance of online platforms, all of which contribute to consumers' purchasing decisions.

From a consumer behavior perspective, several psychological factors influence the effectiveness of online advertising. These include online impulse buying, hedonic motivation, positive emotions, and attitudes toward online shopping, which collectively shape consumers' evaluations of e-commerce platforms in terms of convenience, trust, and overall shopping experience. Research by Buil and Mata (2024) suggests that intrinsic motivation encourages consumers to make purchases based on personal interest rather than solely in response to advertising stimuli. Similarly, positive attitudes toward online shopping are associated with greater confidence in purchase decisions and higher acceptance of e-commerce systems (Hertaswari & Dewi, 2021). Consumer trust, particularly regarding website security and the protection of personal information, also plays a critical role in shaping online purchasing behavior (Damayanti & Damayanti, 2024). Furthermore, Yusuf et al. (2026) demonstrated that positive emotions and consumer trust function as mediating variables that strengthen the relationship between hedonic motivation and online impulse buying.

2.2. Social Media

Social media has evolved into one of the most influential communication channels in contemporary marketing strategies. It enables companies to establish direct interactions with consumers, strengthen customer relationships, increase brand awareness, and ultimately improve sales performance (Chano & Paramita, 2019; Nasution et al., 2022). Popular platforms such as Instagram, Facebook, TikTok, and X (formerly Twitter) allow businesses to distribute promotional content rapidly while reaching large and diverse audiences (Rasyad et al., 2025). Consequently, social media marketing has become an essential tool for creating two-way communication between companies and consumers (Ratnaningsih & Nurlinda, 2024). Previous studies have reported that social media marketing positively influences consumers' purchase decisions by increasing customer engagement and strengthening brand awareness. However, other findings indicate that this relationship is not consistently significant across different industries and consumer segments (Daniel & Yoestini, 2023). In this context, brand image emerges as a critical factor that integrates and enhances the effectiveness of marketing activities. A strong brand image helps create favorable consumer perceptions, strengthens trust, differentiates products from competitors, and encourages purchase intentions and purchasing decisions.

2.3. Endorsement

In addition to conventional social media advertising, endorsement has become an increasingly popular strategy for enhancing product promotion in the digital marketplace. Social media endorsement is a relatively recent marketing approach in which influencers or endorsers act as actual users and promoters of a particular brand. Through endorsement strategies, businesses establish collaborative relationships with influencers whose personal credibility and public image represent the positive values of the promoted brand (Dewi & Kholifah, 2022). The effectiveness of endorsement marketing is supported by the widespread use of social media in Indonesia. A report published by We Are Social and Hootsuite (2023) indicates that Indonesia has one of the highest levels of social media engagement globally. According to Widi (2023), WhatsApp is used by 92.1% of internet users, followed by Instagram (86.5%), Facebook (83.8%), and TikTok (70.8%). These figures demonstrate that social media platforms provide highly effective channels for advertising and influencer collaborations. Recent studies further suggest that social media marketing, product innovation, and brand image have significant positive effects on consumers' purchasing decisions. In contrast, the direct influence of brand ambassadors on purchase decisions is often found to be negative or statistically insignificant. Nevertheless, brand image serves as an important mediating variable that strengthens the relationship between brand ambassadors, social media marketing, product innovation, and consumers' purchasing decisions.

III. Research Method

This advertising design project employed the Segmentation, Targeting, Positioning, and Differentiation (STPD) approach. This method was selected because it provides a systematic framework for developing communication strategies that are relevant, innovative, and aligned with audience needs. Geographic, demographic, psychographic, and behavioral variables represent four major categories commonly used to segment consumer markets. To identify the most effective market segmentation strategy, marketers need to integrate these four dimensions (Berlian, 2022). The STPD method applied in this project consisted of the following four stages.

3.1. Segmentation

Audience segmentation was conducted to classify the target market according to specific characteristics. The intended audience consisted of young parents aged 20 to 35 years from middle- to upper-middle-income groups who had children in the golden-age developmental period and were actively involved in their children's play activities. Based on data collected from 83 respondents through interviews and questionnaires, it was found that a considerable proportion of the audience did not fully understand the benefits and functions of slime as a medium for stimulating child development.

3.2. Targeting

Targeting focused on identifying the most relevant primary audience. Based on the segmentation results, parents, particularly mothers, were selected as the primary target because of their important role in supervising and accompanying children during play activities. This target group was selected because mothers commonly require play media that combine entertainment, education, and safety to support their children's development optimally.

3.3. Positioning

Positioning refers to the strategic process of establishing a particular product image or perception in the minds of the target audience. In this project, Slimeday was positioned as an educational toy that combines enjoyment with practical benefits for children's sensory play activities. Through the proposed advertising

media, the audience was expected to recognize that slime is not merely a recreational toy but also a useful medium for stimulating children's sensory and motor development.

3.4. Differentiation

Differentiation is a strategy used to create clear distinctions between a product and its competitors. In this project, Slimeday emphasized a cheerful, informative, and educational visual approach, with messages directed specifically toward parents. Slimeday advertisements were designed by integrating photography, videography, and graphic design to produce visually engaging and informative content. This combination of media communicated the product's principal advantages, including its relatively affordable price, wide range of attractive variants, and safety assurance through SNI certification.

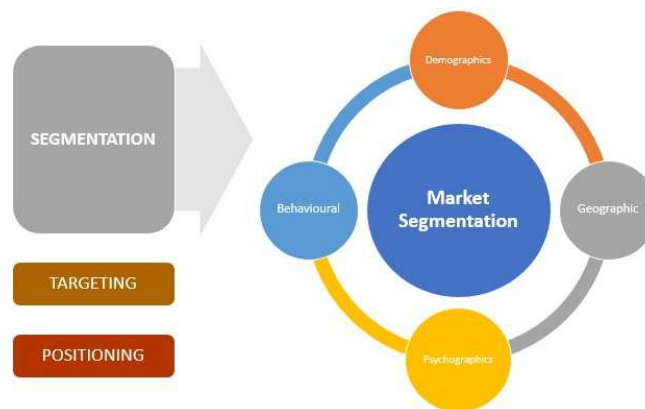


Figure 3. The STP Process: Segmentation, Targeting, and Positioning

The data collection process employed a mixed-methods approach that combined qualitative and quantitative techniques to obtain a deeper and more comprehensive understanding of the research problem. Data were collected through observation, interviews, and questionnaires and were systematically organized as the basis for designing targeted advertising media for Slimeday. Descriptive analysis was first used to process qualitative data obtained through observations and interviews. During this phase, information collected from consumers, a social media marketing expert, and the brand owner was carefully categorized. The analysis focused on several major elements, including brand perception, market position, the effectiveness of previous promotional content, SNI safety certification, and audience knowledge of the benefits of slime for sensory play. The purpose of this analysis was to obtain an in-depth understanding of the target audience's perspectives and the principal factors influencing their product selection.

The subsequent phase involved quantitative analysis of questionnaire data using descriptive statistics, including frequencies and percentages. This stage was intended to identify patterns in audience behavior, product knowledge, media-use habits, and brand awareness of Slimeday. The quantitative findings served as supporting evidence that strengthened the qualitative findings and contributed to more measurable and comprehensive conclusions. Overall, primary data were collected directly from field observations and respondents, while secondary data were used to strengthen the theoretical foundation and market analysis. This methodological process was designed to ensure that Slimeday's advertising strategy could be developed effectively, remain relevant to the target audience, and improve the brand's competitive advantage within the children's toy market.

3.5. Primary Data

Primary data refer to information collected directly by the researcher during the research process. These data are obtained from original sources, including respondents or informants associated with the variables or issues under investigation. Primary data may be collected through observation, interviews, and questionnaires (Sulung & Muspawi, 2024).

3.6. Observation

Observation is a direct data collection technique in which the researcher examines a research subject or a particular environment through either active or passive observation. Its purpose is to collect information regarding behaviors, events, or situations that may assist the researcher in understanding a specific context (Iba, 2023). In this project, observations were conducted directly by examining offline product sales and indirectly by reviewing Slimeday's activities on online marketplaces, including Shopee, TikTok Shop, and Lazada. The observations aimed to identify the problems experienced by CV Slimeday Indonesia and obtain information regarding sales performance, product reviews, and the performance of distributed promotional content. The observations also sought to identify factors that limited the effectiveness of Slimeday's advertising image and the marketing performance of its slime-based sensory play products.

3.7. Interviews

Interviews are among the most commonly used data collection methods in qualitative research (Fadila & Khaddafi, 2025). Interviews were conducted with five participants: the owner of CV Slimeday Indonesia, a social media marketing expert, and three prospective consumers consisting of mothers and children. The consumer interviews were intended to identify participants' levels of awareness, perceptions of the brand, and understanding of the benefits of slime and the safety of SNI-certified products. The interview with the company owner focused on promotional strategies, media channels, and marketing challenges. The interview with the expert was conducted to obtain a professional assessment of the effectiveness of the existing strategy and the proposed advertising development. The interview findings were subsequently used as a basis for formulating an advertising concept that was relevant and aligned with the target audience.

3.8. Questionnaire

A questionnaire is a data collection technique that involves providing respondents with a series of written questions to answer (Romdona & Junista, n.d.). It is commonly used to collect quantitative data and obtain measurable information from a selected group of respondents. In this project, the questionnaire was distributed to the target audience, namely parents aged 20 to 30 years who had children in the golden-age developmental period and actively used social media. The questionnaire was developed using Google Forms and distributed through WhatsApp, social media platforms, and direct distribution. It aimed to measure respondents' awareness of the Slimeday brand, understanding of the benefits of slime, awareness of the importance of selecting safe and SNI-certified toys, and preferences regarding slime as a medium for children's play and learning.

3.9. Secondary Data

Secondary data refer to information obtained from existing sources and previously collected by other parties. Examples include organizational archives, policy documents, government statistical data, and scientific publications. Secondary data may strengthen the theoretical foundation of a study and broaden the scope of its analysis (Hafizah et al., 2025).

IV. Result and Discussion

4.1. Data Analysis

After the data collection process was completed, the next stage involved analyzing the data to identify the target audience and develop an effective video advertisement and advertising strategy for Slimeday's social media platforms. The data analysis provided the basis for defining the target audience for the proposed social media promotion and advertising. The findings identified adults aged 20–35 years,

particularly young parents, as the primary audience. This group actively uses social media and digital devices to search for and obtain information, and many have children in the golden-age developmental period, when children are highly active in play. This audience is considered influential in the children's toy market because parents tend to exercise care when selecting products for their children and frequently respond to current product trends. These characteristics were supported by questionnaire responses from 83 participants. A total of 96.3% expressed interest in slime products, while 78.6% were familiar with the Slimeday brand and 22% reported that they did not know or had not previously encountered the brand. In terms of consumer behavior, this segment commonly watches short-form advertising videos, consults product reviews before making purchases, and follows relevant influencers or Key Opinion Leaders (KOLs). Respondents also considered product attributes such as halal certification, compliance with SNI safety standards, and company credibility. Advertising directed toward this audience should therefore combine informative, emotional, and educational appeals with a communication style that is accessible yet persuasive.

Following the data analysis, the advertising strategy was developed using the STPD framework, which consists of Segmentation, Targeting, Positioning, and Differentiation. This framework was used to formulate a communication strategy aligned with the characteristics and needs of the target audience. The design process was implemented through the following stages:

Table 1. Application of the STPD Framework in the Design of CV Slimeday's Slime Advertising

Factor	Aspect	Description
Segmentation	Demographic	The target audience consists of parents aged 20–35 years, both men and women, who have children in the golden-age developmental period.
	Psychographic	The audience consists of parents who are concerned about child development, particularly sensory stimulation, and who follow trends in educational toys.
	Geographic	The audience generally consists of working individuals who have limited time for quality interaction with their children and who actively use digital platforms such as e-commerce.
	Behavioral	The audience tends to select products on the basis of benefits, reviews, and advertising content and is interested in practical, trend-oriented sensory play products.
Targeting	Primary target	The primary target consists of parents aged 20–35 years who have children in the golden-age developmental period.
	Secondary target	The secondary target includes children, adolescents, and individuals interested in slime products or similar creative toys.
Positioning	Brand perception	Slimeday is positioned as a safe and educational sensory play product that supports children's motor development and creativity. Its SNI certification provides safety assurance, while its affordable price offers consumers multiple benefits.
Differentiation	Unique Selling Proposition (USP)	The product's competitive distinction is emphasized by presenting slime as an enjoyable educational toy that supports child development. This positioning is reinforced through appealing visuals, informative content, and brand values centered on safety and creativity.

a. Video Advertisement Design

After the STPD analysis was completed, the next stage was the design of the video advertisement as the primary communication medium. At this stage, the advertising concept was developed and translated into a short-form video for Instagram Reels. The design process consisted of preproduction, production, and postproduction. Preproduction included idea development, storyline preparation, and storyboard creation as a visual guide. Production involved filming the main video and capturing additional supporting assets.

Postproduction included video editing, visual-effect adjustments, the addition of a voice-over, and the refinement of supporting elements to produce an advertisement consistent with the established concept.

1) Preproduction

The preproduction stage began by transforming the previously collected data into information presented through an engaging and fact-based narrative. The process included developing the central story idea, preparing the storyline, and creating sketches and a storyboard. Video planning began with the selection of the principal idea and concept according to the objectives of the project. The central concept was an educational and informative advertisement intended to increase consumer understanding of slime as a sensory play medium and emphasize the importance of selecting safe, certified products. A sequence of sketches and scenes was then prepared to guide video production. These materials provided an overview of the shot types, sequence of scenes, and narrative structure to be presented. The sketches and storyboard helped ensure that the production process remained systematic and consistent with the proposed concept.

Table 2. Storyline for the Slimeday Video Advertisement

Scene	Shot
Scene 1: Video Hook, "Doesn't it frustrate you, Mom?" VO: "Doesn't it frustrate you, Mom, when your child keeps playing on a phone until losing track of time, leaving less time for quality interaction and communication?"	The Table 2. Storyline for the Slimeday Video Advertisement child is shown focusing on a smartphone. The mother then gently takes the phone or redirects the child's attention without conflict, depicting a common everyday situation.
Scene 2: Searching for a Solution VO: "Try learning about sensory play, Mom. The toys are unique and can help develop your child's creativity."	The mother uses a smartphone to browse for information about sensory play and slime. Her curious and interested expression indicates an effort to find a solution.
Scene 3: Discovering the Solution VO: "Try giving your child Slime Day slime. It is safe, SNI-certified, and, of course, affordable."	The mother checks out a Slime Day product on her smartphone. The screen displays the store or product page to indicate a purchase decision.
Scene 4: Product Use (Quality Time Between Mother and Child) VO: "Now Mom is happy, and the little one is happy too. They can play together, have more fun, and grow closer without gadgets."	The mother and child sit together at a table, playing with slime while laughing and interacting. They appear to enjoy making and manipulating the slime, creating a warm atmosphere of togetherness.
Scene 5: Closing (CTA and Branding) VO: "Fun play, meaningful moments. It's time to try Slime Day!"	A visually appealing close-up of the Slime Day product is shown with the brand logo and supporting visual elements. The mother and child may also be shown smiling while holding their slime creations. The scene ends with the logo and brief information, such as a tagline or social media account.

After the storyline was completed, a storyboard was developed for the video advertisement. The storyboard visually represents each scene and serves as a production reference. It allows the narrative flow, visual composition, and sequence of scenes to be planned systematically. The proposed storyboard is presented below.

Table 3. Storyboard for the Slimeday Video Advertisement

Scene	Image	Shot	Description	Duration
1		Close-up	Setting: living room. The child performer is lying down while using a smartphone.	6 seconds
2		Medium shot	Setting: living room. The child and mother argue and tug over the phone. At the end of the scene, the child sulks.	10 seconds
3		Close-up	Setting: family chair. The mother scrolls through her phone to search for information about slime, with a neutral expression.	15 seconds
4		Medium shot	Setting: living room, seated together on the sofa. The mother gives slime to her child with a cheerful expression.	10 seconds
5		Medium shot transitioning to blur (bokeh)	Setting: coffee table in front of the sofa. The mother and child play with slime together at the table.	17 seconds
Total video duration				60 seconds

2) Production

The next stage was production. Conceptually, production represents the comprehensive execution of the creative concept prepared during the preceding stage, transforming it into coherent visual and audio content. At this stage, elements that had previously existed as ideas, *moodboards*, storyline drafts, and storyboards were realized through technical procedures, including video recording, still-image capture, voice-over recording and synchronization, and the collection of supporting visual materials required to construct the final advertisement. Within the STPD framework, production was not conducted independently of the strategic analysis. Instead, the visual concept and communication style were adapted to the characteristics, needs, and preferences of the intended audience segment. The principal production procedures are described below.

a) Cinematographic Acquisition Procedure (Video Recording/ *Shooting Footage*)

Video footage was recorded systematically according to the approved storyboard and script. Static and dynamic shots were captured at locations selected for their consistency with the concept and narrative. Key technical considerations included visual composition, framing accuracy, lighting, color temperature, the performers' subtle and overt expressions, and the integration of supporting elements such as the product. Each scene was recorded in multiple takes to minimize technical errors and secure footage consistent with the planned storytelling strategy.

b) Audio Recording and Synchronization System (*Voice-Over*)

The *voice-over* was a fundamental audio component for communicating both explicit and implicit messages in the slime product advertisement. The narration did more than supplement the visuals; it reinforced the storytelling strategy and helped generate an emotional response among the target audience, particularly parents and children. Accordingly, linguistic and vocal elements, including intonation, pacing, rhythm, and vocal tone, were aligned with the visual concept to create a cohesive narrative.

c) Compilation and Organization of Supporting Visual Materials

The production stage also included compiling supporting visual elements, such as high-resolution product photography, illustrative graphics, typography, and other graphic assets. These materials were organized for use during postproduction to strengthen the visual presentation and communicate the intended message more clearly and comprehensively.

d) Coordination of Performers and Production Resources

This stage involved managing functions and coordinating the operational roles of the performers and production team on location. The author served as both director and camera operator, while the performers were responsible for delivering expressions and scene performances consistent with the established creative concept. Effective coordination was essential to ensure that production proceeded efficiently and in accordance with the tactical plan.

e) Preliminary On-Site Visual Validation (*Visual Microtesting*)

At the end of production, a preliminary evaluation of the recorded footage was conducted to verify its consistency with the proposed concept, brand message, and narrative flow. When substantial inconsistencies were identified, corrective action was taken through retakes or adjustments to specific scenes. This process ensured that the footage met the communication objectives established for the project.

3) Postproduction

Postproduction began after all visual assets had been created. The available materials were selected and edited, followed by a mastering process that incorporated audio elements such as the voice-over, background music, and sound effects. Audio and video mixing was completed using appropriate editing software. The final stage was rendering, in which all elements were combined into a single Full HD video file in MP4 format. The final output was a short-form video advertisement lasting approximately one minute. It was produced at a resolution of 1080 × 1920 pixels with a 9:16 aspect ratio, making it suitable for Reels and other short-form video formats. After editing was completed, the video was published on Instagram and TikTok. A thumbnail or cover image was also prepared as a supporting visual element for publication.

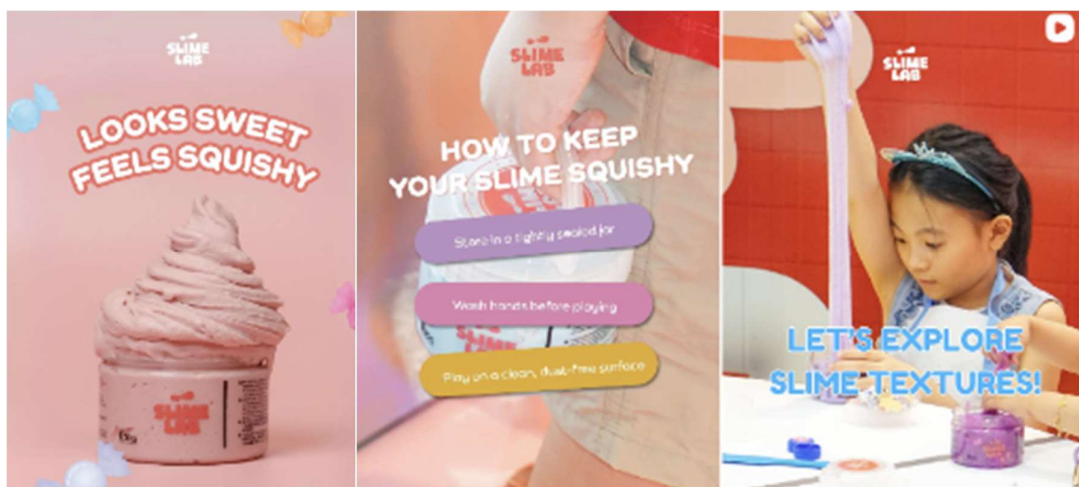


Figure 4. Visual References

The visual references shown above informed the design of the social media video thumbnail. The thumbnail was designed to depict an enjoyable and engaging activity that represents the user experience of playing with Slime Day products. Consistent with the video format, the thumbnail measured 1080 × 1920 pixels and used a 9:16 aspect ratio, making it suitable for display on digital platforms such as Instagram and TikTok.

V. Conclusion

The findings indicate that public knowledge of slime, including its benefits and functions as a sensory play medium, remains relatively limited. In addition, Slime Day's advertising activities have not been fully optimized in terms of message delivery or the communication of the product's unique selling proposition (USP). Its principal advantages include SNI-certified product safety, which permits the product to be marketed throughout Indonesia, affordable pricing, and a variety of appealing options for children. This project applied a structured strategic process beginning with problem identification and audience insight analysis, followed by concept development and output realization. The resulting short-form video advertisement was supported by visual elements such as a storyboard, thumbnail, and other digital media. The strategy was designed to improve consumer understanding of slime as a sensory play medium that can support creativity and motor stimulation, while also educating the target audience about selecting safe products for children. The application of this design method is therefore expected to increase brand awareness efficiently, strengthen the Slime Day brand image, introduce the brand to a broader audience, and support the marketing of children's toys through social media platforms, particularly Instagram and TikTok, as well as marketplaces such as Shopee and Lazada.

References

- Amelia, D., & Pandrianto, N. (2025). Differentiating through USP: Strategi komunikasi digital pada akun Instagram @adiandfriendsorganizer. 87–95.
- Agustina, N. L. (2022). Strategi unique selling point dalam meningkatkan penjualan produk HNI HPAI. Jurakunman, 15, 1–9. <https://jurakunman.stiesuryanusantara.ac.id/index.php/jurakunman/article/view/88>
- Alifa, R. Z., Barkah, C. S., Sukoco, I., & Auliana, L. (2022). Literature review: Peran iklan dalam membangun kesadaran merek. Jurnal Ekonomi Manajemen Akuntansi dan Keuangan, 3(3), 1025–1030. <https://www.penerbitadm.com/index.php/JURNALEMAK/article/view/666>
- Ariska, S. (2023). Komunikasi pemasaran era digital: Literature review terhadap strategi advertising multikanal McDonald's. 8(3), 427–443.
- Badan Standardisasi Nasional. (2012). Standar keamanan mainan anak. <https://ppid.kemendagri.go.id/front/dokumen/download/300019938>
- Dewi, E. K., & Kholifah, C. A. N. (2022). Fenomena endorsement sebagai tren media pemasaran digital di Indonesia. 1(10), 152–162.
- Fadila, F., & Khaddafi, M. (2025). Pengumpulan data dalam penelitian kualitatif: Wawancara. 13446–13449.
- Feriyansyah, Z. A. (2024). Pengaruh penetapan harga terhadap keputusan pembelian barang pada Toko Mebel Dora Pasar Pendopo Kabupaten Empat Lawang. 3(3).
- Gustafa, F. (2024). Jurnal Pijar Studi Manajemen dan Bisnis, 2(4), 505–522.
- Hafizah, N., P., T. C. P., & Sari, M. (2025). Identifikasi variabel penelitian dan jenis sumber data dalam penelitian pendidikan. 586–596.
- Herawati, C. S., Pasaribu, A. S. P. N., Saragih, A. W., Simatupang, R. L. N., Iryani, M. P., Kurnianto, M. A. H., Yulianingsih, R. R., Manurung, H. S. P., & Permana, H. T. Y. (2023). Manajemen pemasaran: Implementasi Marketing 4.0 (Hartini, Ed.). CV Media Sains Indonesia.
- Hidayat, A. (2025). Mainan seperti tanah liat yang mendunia. Kompasiana. <https://www.kompasiana.com/arifhidayat5443/678a512734777c40d2257fb2/mainan-seperti-tanah-liat-yang-mendunia>

- Iba, Z. (2023). Wawancara, kuesioner, dan observasi.
- Kusumastuti, A. (2022). Strategi peningkatan penjualan produk melalui pendekatan unique selling point dalam menunjang eksistensi bisnis HNI HPAL. Jurakunman, 15. <https://www.jurakunman.stiesuryanusantara.ac.id/index.php/jurakunman/article/view/88>
- Meilani, S. M. (2021). Pengembangan media stimulasi sensori anak usia 4–6 tahun berbasis aktivitas bermain tujuh indera. Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini, 5(1), 941–957. <https://doi.org/10.31004/obsesi.v5i1.758>
- Muhammad Akmal Fathan. (2022). Peluang pasar: Produk mainan anak. UKM Indonesia. <https://ukmindonesia.id/baca-deskripsi-program/peluang-pasar-produk-mainan-anak/>
- Pascal Montessori. (2025). Sensory play: Stimulasi penting untuk anak usia dini. <https://majalah.pascalmontessori.sch.id/sensori-play-stimulasi-penting-untuk-anak-usia-dini/>
- Rasyad, M., Saraan, G., Arwansyah, O. K. D., & Fatmawati, E. (2025). Peran media sosial dalam strategi komunikasi pemasaran: Analisis efektivitas dan implementasi. 1(1), 106–111.
- Ratnaningsih, S., & Nurlinda, R. (2024). Pengaruh kualitas produk dan social media marketing terhadap keputusan pembelian melalui kepercayaan merek pada J.Co Donuts & Coffee di Jabodetabek. Journal of Economic Excellence, 2(2). <https://doi.org/10.59841/excellence.v2i2.1356>
- Rohmah, N., Wardani, K., & Fachrunnisa, O. (2026). Brand ambassador, social media marketing, and product innovation effects on purchase decisions: The mediating role of brand image in the Indonesian dairy industry. Golden Ratio of Marketing and Applied Psychology of Business, 6, 421–437.
- Romdona, S., Junista, S. S., & G. A. (n.d.). Teknik pengumpulan data: Observasi. 3(1), 39–47.
- LSIGS. (2025). Standar keamanan yang harus dipenuhi oleh mainan anak menurut SNI. <https://lsigs.com/artikel/standar-keamanan-yang-harus-dipenuhi-oleh-mainan-anak-menurut-sni/>
- Sulung, U., & Muspawi, M. (2024). Memahami sumber data penelitian: Primer, sekunder, dan tersier. 5, 110–116.
- Widi, S. (2023). Pengguna media sosial di Indonesia sebanyak 167 juta pada 2023. DataIndonesia.id. <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>
- Yusuf, M., Masnita, Y., & Yusran, H. L. (2026). Analysis of psychological factors and free shipping on online impulse buying in modest fashion. Golden Ratio of Marketing and Applied Psychology of Business, 6, 406–421. <https://www.goldenratio.id/index.php/grmapb/article/view/1960>