

Implementation of Illustration Design in Digital Advertising Media

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ABSTRACT

Objective: As humans, we have the ability to process visual data better than other types of data. Therefore, in the continuously evolving digital age, the use of digital illustration media becomes more beneficial and effective in advertising or promoting a product. Through the use of illustrative images, it is hoped to attract more audience attention. Illustrations play a vital role as advertising media in digital product marketing in the era of information technology. **Method:** The advancement of digital technology is driving a shift in advertising strategies from conventional media to more visual, interactive, and communicative digital media. Digital illustrations are used to creatively convey promotional messages, capture audience attention, and build the visual identity of digital products to make them easily recognizable and understood. By utilizing specific colors, shapes, characters, and visual styles, illustrations can effectively represent the values, functions, and advantages of digital products. **Results:** Illustrations are considered to have an advantage in explaining complex concepts with results that are more acceptable to readers or consumers, making illustration an effective design element to help reflect and explain the values and character of a product or company. Illustrations serve not only as aesthetic elements in digital product advertising but also as strategic visual communication tools. Optimal utilization of digital illustrations can enhance advertising effectiveness, strengthen brand image, and support the success of digital product marketing amidst the evolving competitive landscape of the creative and technology industries. **Novelty:** Illustrations play a vital role as advertising media in digital product marketing in the era of information technology.

INTRODUCTION

The advancement of digital technology has brought significant changes in various aspects of life, including communication and advertising. The emergence of digital media such as websites, applications, and social media demands the delivery of messages that are quick, engaging, and easily understood. In this context, Visual Communication Design (VCD) plays a crucial role as a means of message delivery through visual elements. Illustrations as part of VCD become an effective medium in digital product advertising. Digital products are often abstract and intangible, requiring visualizations that can explain the functions, benefits, and value of the product to the audience. Digital illustrations can provide communicative, creative, and persuasive visual representations.

Illustrations play a crucial role as a visual communication medium in digital product advertising. In the context of digital products that are generally intangible, illustrations function as a visualization tool capable of explaining the concept, function, and benefits of the product more concretely. Through illustrations, promotional messages can be conveyed succinctly, clearly, and easily understood by the audience, thus helping to reduce the complexity of digital technology information. Illustrations also serve as tools for shaping visual identity and brand image. Consistent illustration styles

in terms of color, character, and visual form can strengthen brand recognition of a digital product. Illustrations not only enhance the appearance of advertisements but also serve as strategic elements that reflect the values, characteristics, and brand positioning amidst digital industry competition. Moreover, illustrations function to enhance the attractiveness and capture the attention of the audience in digital advertising media. In the era of information overload and visual content, creative and unique illustrations can differentiate digital product ads from competitors.

Illustrations provide a broader scope for visual exploration compared to photography, allowing advertising messages to be conveyed more expressively and imaginatively. According to Male in *Illustration: A Theoretical and Contextual Perspective*, illustration in advertising functions as a visual medium that not only represents objects but also conveys ideas, emotions, and narratives [1]. In digital advertising, illustration has evolved in various forms and types tailored to the fast, interactive, and user experience-oriented nature of digital media. This demands illustrations to be not only aesthetic but also communicative and functional. One of the most common forms of illustration in digital advertising is vector illustration. As per Landa, vector illustrations are widely used due to their flexible nature, easy scalability, and suitability for various digital screen sizes [2]. Vector illustrations are commonly applied in social media ads, websites, and digital applications due to their clean, modern appearance that seamlessly integrates with typography and digital interface elements.

The role of illustration is also evident in its ability to build emotional connections with consumers. Character illustrations, symbols, and visual narratives can create emotional intimacy and a sense of familiarity with digital products. This is crucial in digital advertising as user decisions are often influenced by the visual experience and emotions felt when engaging with advertisements. Thus, illustrations as a medium for digital product advertising not only serve as decorative elements but also as key components in visual communication strategies. From a design perspective, illustration significantly contributes to effectively conveying messages, building brand identities, enhancing visual appeal, and influencing consumer perceptions and decisions regarding digital products.

Illustration is an essential element in digital advertising, evolving in response to the visual communication needs of digital media. Vector illustration, character illustration, flat design, isometric design, and motion graphics are the most relevant forms of illustration in digital product advertising. Utilizing illustration in digital advertising media is a visual communication strategy aimed at delivering promotional messages effectively, attractively, and comprehensibly. Within the context of Visual Communication Design, illustrations serve as the primary elements for visualizing abstract concepts of digital products. Through illustration, the functions, benefits, and advantages of digital products can be symbolically and communicatively represented to the audience. On social media, illustrations are utilized in the form of visual content such as digital posters, feeds, and stories. The illustrations typically feature a simple visual

style, contrasting colors, and expressive characters to capture the audience's attention quickly. The application of illustrations on social media also aligns with the brand identity and target audience's characteristics, ensuring that advertising messages are consistently and meaningfully conveyed.

Within websites and digital applications, illustrations serve as supporting elements for the interface and user experience. They are used to clarify navigation, explain service features, and create a friendly and engaging visual atmosphere. The application of illustrations in this media not only serves aesthetic purposes but also helps enhance user comfort and understanding of the digital products offered. Illustrations are employed in digital banners and display ads distributed across various digital platforms. In this context, illustrations need to be designed succinctly, focused, and communicative to ensure that the advertising message is instantly comprehensible. Illustrations are often combined with typography and other visual elements to create a balanced and persuasive composition within limited visual space.

The use of illustrations is also expanding into animation and motion graphics in video-based digital advertising. Animated illustrations allow for more dynamic and engaging message delivery, enhancing audience engagement. Illustration has a significant impact on the effectiveness of advertising digital products as it serves as a visual communication tool that can quickly capture the audience's attention. According to Landa, well-designed visual elements become the main focal point in an advertisement, especially in the digital media saturated with various visual content [2]. Unique and interesting illustrations can differentiate digital product ads from other content, increasing the likelihood of the ad message being noticed and remembered by the audience. Apart from attracting attention, illustrations also affect the understanding of the ad message. Illustrations not only function as visual representations but also as narrative tools that can simplify complex information. In the context of digital products often being abstract, illustrations help explain the features, functions, and benefits of products visually, making the ad message easier for consumers to comprehend compared to text alone.

Another impact of illustrations is their ability to build emotions and positive perceptions toward the brand. According to Ambrose and Harris, illustrations can create a specific visual atmosphere that influences the audience's emotions [3]. The color, art style, and character of illustrations can create friendly, modern, or innovative impressions that contribute to shaping the brand image of digital products. This positive perception significantly influences consumers' attitudes towards ads and the products offered. Illustrations also affect the level of engagement of the audience in digital advertising. Digital media promotes more interactive and dynamic visuals. Illustrations, especially in the form of animation and motion graphics, can enhance audience interactions such as clicks, views, and ad viewing duration. The higher the engagement, the greater the chance the ad message will influence consumer behavior. In Visual

Communication Design, illustrations function as a communication medium that conveys messages visually to be easily understood by the audience.

Digital illustrations have expanded beyond print media and evolved into digital illustrations created with computer software. According to Ambrose and Harris, digital illustrations allow flexibility in visual exploration, color, and style, making them highly relevant for use in digital advertising, websites, applications, and social media [3]. Meanwhile, Tinarbuko states that illustrations are a visual element in visual communication design with communicative and persuasive functions [4]. Illustrations have the ability to convey messages symbolically and emotionally, influencing the audience's perception of the conveyed message, particularly in advertising and promotional media. In conclusion, based on the opinions of Indonesian experts, illustrations are visual communication media in the form of images that serve to explain, reinforce, and beautify messages. Sihombing also notes that illustrations are visual elements that explain design ideas and concepts, helping to strengthen visual messages through appropriate shape, color, and composition processing aligned with the communication objectives [5]. In digital media, illustrations are an effective means to attract attention and build visual identities. Advertising

Advertising is a form of marketing communication aimed at delivering persuasive messages to the audience to influence attitudes, interests, and behaviors towards a product, service, or idea. Advertising emphasizes the extraction of messages through visual and verbal elements to ensure the message is easily understood and captures the audience's attention. According to Kotler and Keller, advertising is all forms of non-personal presentation and promotion of ideas, goods, or services that are paid for by a specific sponsor [6]. This definition highlights that advertising is deliberate communication aimed at building awareness and the image of a product in consumers' minds. Advertising is a visual communication process that is persuasive, utilizing symbols, signs, and visual language to convey messages to the public. In advertising, visual elements such as illustrations, colors, and typography play a crucial role in shaping the meaning and perception of the audience. According to Kasali, advertising is a communication medium used by producers to provide information and persuade consumers to be interested in the products or services offered [7]. Advertising not only serves an informative function but also builds brand image and identity.

Digital products are products based on digital technology and do not have physical forms, but are presented in data formats or service-based on electronic systems. Digital products are commonly accessed through digital devices such as computers, smartphones, and the internet network. According to Laudon and Laudon, digital products are the results of technology-based information systems designed to meet users' needs through digital services, applications, and online platforms [8]. Digital products are often dynamic and continuously evolve according to market needs. On the other hand, digital products are also the result of technology, media, and digital culture convergence, enabling the creation of new services and experiences for users. Digital

products are not only functional but also involve aspects of design, interactivity, and user experience.

RESEARCH METHODS

This study adopts a qualitative descriptive approach with content analysis as its primary analytical tool. Through this approach, the researcher aims to reveal and provide a profound description of the visual reality embedded in a digital advertisement produced by PT Pertamina Sales Area Sumbar and published on the company's official Instagram page. Among the numerous posts shared on the account's timeline, this study focuses on one content deemed most representative, namely a post concerning the targeted subsidy campaign. This selection is not arbitrary; the high success rate and attractiveness of this content make it a legitimate primary data source worthy of further examination.

In every scientific endeavor, clarity regarding the subject of study is an essential prerequisite. This refers to what is known as research variables those deliberate aspects chosen by the researcher to observe, extract information from, and ultimately draw conclusions. The presence of clear variables is non-negotiable, as without well-defined variables, it would be impossible for a researcher to design and conduct a study systematically. In the context of this research, the main focus is on the concept and theme presented, with vector illustrations as the medium of expression. To provide a comprehensive understanding, these variables are then elaborated into several key aspects that construct the entirety of the visual advertisement.

The first aspect is the concept, serving as the fundamental framework and abstract foundation in the process of artistic creation. The concept acts as an initial map guiding a creator, offering relevant explanations that ensure the artwork is not merely aesthetically pleasing but also rich in meaning and direction. Aligned with the concept is the theme, which functions as the core idea to be conveyed. The theme provides a general visual overview, acting as a thread connecting various visual elements so that the message intended by the designer can be easily grasped by the audience.

Equally significant, color serves as a vital element breathing life into an illustration. Beyond being a mere complement, color is the soul that animates a piece of art through precise composition management. When managed carefully, color can evoke atmospheres, highlight messages, and create captivating visual harmony. Alongside color, shape also plays a crucial role. Shape is the product of combining points and planes to create objects with distinct characteristics, uniqueness, and functions. The fusion of unique shapes and accurate colors in an illustration can evoke specific impressions that resonate with and influence the art community's perceptions.

The last two aspects that contribute to this variable are visual style and technique. Visual style can be understood as the flow or distinctive feature inherent in a design, reflecting the aesthetic approach chosen by the creator. Meanwhile, technique refers to the specific method used in the artistic creation process. In the realm of illustration,

techniques vary widely, ranging from traditional methods like pencil and brush use to digital-based approaches, which are the focal point of this research. Together, these aspects form the analytical framework to thoroughly examine the visualization of Pertamina's targeted subsidy campaign.

RESULTS AND DISCUSSION

A. The Dynamics of Illustration Transformation in the Digital Advertising Landscape

The evolution of illustration in the realm of digital advertising is an inevitability that correlates directly with the rapid advancement of information and communication technology. Looking back, illustrations in classical advertising primarily rooted in print media such as posters, magazines, and newspapers, were all executed manually. During that time, the main function of illustration was to complement text, serving to clarify and strengthen the advertising message being conveyed. A significant turning point occurred with the proliferation of digital technology. The process of creating illustrations slowly transitioned from traditional methods to digital approaches, leveraging the sophistication of graphic design software. The advent of computers alongside design software like Adobe Illustrator and Photoshop brought about fundamental changes. Digital illustrations offer a level of flexibility, efficiency, and adaptability far superior to various media needs. In the digital advertising ecosystem, illustrations are no longer perceived as static images alone but have evolved into dynamic visual entities that easily adapt to different digital platforms.

Furthermore, the rapid development of digital media such as websites, applications, and social media has also reshaped the styles of illustrations used in advertising. Illustrations in digital ads now tend to adopt visual styles that are simple, communicative, and easily recognizable within seconds. Trends like flat design, vector illustrations, and character illustrations are rapidly evolving due to their alignment with the characteristics of digital media emphasizing visual clarity and speedy message delivery. Moreover, illustrations in digital advertising have expanded their functions towards animation and motion graphics. In other words, illustrations not only function as static images but also as visual elements capable of movement, significantly enhancing audience attraction and engagement levels. In video-based ads widely circulated on social media, animated illustrations are used to package digital product concepts more appealingly and interactively. Overall, illustrations have firmly established themselves as powerful visual communication tools in effectively conveying promotional messages. In the context of digital products, illustrations help visualize product features and benefits. Furthermore, illustrations play a crucial role in building brand identity and image. The consistency of illustration styles used can strengthen a brand's character in consumers' minds. Ultimately, illustrations enhance the visual appeal of ads, enabling them to captivate audience attention amidst the hustle and bustle and fierce competition of digital content.

The evolution of illustration in the realm of digital advertising is a necessity that correlates directly with the rapid advancements in information and communication technology. This transformation did not occur abruptly but rather through a lengthy process that began from the pre-digital era to the present day. In its early stages of development, illustrations in classic advertising were predominantly rooted in print media such as posters, magazines, and newspapers, all executed manually by the skilled hands of illustrators. During that time, the primary function of illustrations was to complement text, aiming to clarify and strengthen the advertising message intended for the audience. The role of illustration in that era was significant, yet it remained supplementary to the verbal elements that dominated advertising communication strategies. The presence of illustrations was perceived as an effort to make ads visually captivating while assisting audiences in visualizing the message conveyed through a series of words.

A significant turning point in the history of illustration development coincided with the widespread dissemination of digital technology that permeated nearly all aspects of human life, including the realms of art and design. The process of creating illustrations gradually transitioned from traditional methods to digital techniques, leveraging the sophistication of graphic design software that continues to evolve over time. The advent of computers along with design software like Adobe Illustrator and Photoshop brought about fundamental changes in how illustrators work and create. These software tools not only streamlined the creation process but also unlocked new possibilities that were previously challenging or even impossible to achieve using manual techniques. Oktavialdi and Yulianto affirm that the development of digital technology has significantly influenced the ecosystem of digital illustration, especially concerning market demand, client preferences, and competitive dynamics among illustrators [9]. Digital illustration offers a higher level of flexibility, efficiency, and adaptability towards diverse media needs compared to traditional approaches. In the contemporary digital advertising ecosystem, illustrations are no longer perceived solely as static images but have evolved into dynamic visual entities that easily adapt to various digital platforms. A digital illustration can be resized, color-modified, or compositionally adjusted without starting from scratch, a luxury not afforded by manual illustrations. This adaptability is crucial given the variety of digital platforms, each with different technical specifications and audience characteristics. Akbar and Salma emphasize in their research that visual communication on Instagram requires a profound understanding of image elements, typography, and color to effectively convey messages to social media audiences [10].

Furthermore, the rapid development of digital media such as websites, applications, and social media has reshaped the illustration styles used in advertising. These platforms not only serve as distribution media but also influence the aesthetics and visual approaches most effectively utilized. Illustrations in digital ads now tend to adopt simple, communicative, and easily recognizable visual styles in a matter of seconds,

considering the fast-paced and superficial nature of digital content consumption. Trends like flat design, vector illustrations, and character illustrations are rapidly evolving due to their alignment with the characteristics of digital media that prioritize visual clarity and message delivery speed. Salsabila et al. reveal that in digital marketing, the variety of visual languages used must maximize ad targeting, reflect brand image, and influence audience action conversion [11]. Furthermore, the role of illustrations in digital advertising has expanded towards animation and motion graphics, which have become increasingly popular in recent years. In other words, illustrations no longer solely serve as static images but also as visual elements capable of movement, significantly enhancing audience engagement and attraction. This ability to move introduces a new dimension in message delivery, enabling more complex narratives to be conveyed in a relatively short amount of time. Liu emphasized in their research that the integration of computer-generated art into commercial design processes has emerged as a significant factor influencing the overall quality of commercial design [12]. Within the realm of video-based advertisements prevalent on social media, animated illustrations are utilized to package digital product concepts in a more appealing and interactive manner, enabling them to compete for the limited attention of audiences.

Overall, illustrations have firmly established themselves as powerful visual communication tools for effectively conveying promotional messages in the digital era. In the context of digital products, illustrations aid in visualizing features and benefits that might be challenging to explain solely through text or photos. Moreover, illustrations play a crucial role in constructing a strong and memorable brand identity and image. The consistency of illustration styles used over time can strengthen a brand's character in consumers' minds, creating long-lasting positive associations. Özkök Şişman explained that users' perception of visual creativity, usability, and message clarity plays a key role in the consumer adoption of advertisements [13]. Ultimately, illustrations enhance the visual appeal of advertisements, enabling them to capture audience attention amidst the hustle and bustle and fierce competition of digital content flooding modern society's daily life.

B. Various Forms and Types of Illustrations in Digital Advertising

Illustration in digital advertising exists in a wide spectrum of forms and types, designed specifically to adapt to the characteristics of digital media and the visual communication goals to be achieved. The advancement of digital technology has empowered illustrations to no longer be merely aesthetic elements but to transform into the primary medium for effectively conveying advertising messages. From the perspective of Visual Communication Design, the selection of suitable forms and types of illustrations becomes a determining factor in measuring the success of a digital advertisement. Here are some common forms and types of illustrations encountered:

Vector illustrations are the most dominant type of illustrations used in digital advertising. This type of illustration is constructed from lines and shapes based on mathematical calculations, allowing it to be resized without experiencing visual quality

degradation. In digital advertising practice, vector illustrations are highly favored for their clean, modern appearance and flexibility to be applied across various platforms such as social media, websites, and digital applications. An example can be seen in a poster advertising Fanta beverages that utilizes vector illustrations.

In contrast to vectors, raster or bitmap illustrations are composed of a collection of pixels forming an image. This characteristic usually gives raster illustrations a richer and more realistic visual detail. In digital advertising, raster illustrations are often chosen to showcase moods, textures, or more complex visual expressions. However, their usage needs to consider the resolution of the digital media to maintain image quality effectively. An example such as a poster advertising Coca-Cola beverages represents the use of raster illustrations. Illustrative characters are created to present visual figures that can represent products, brands, or even target audiences. In digital advertising, character illustrations serve as a bridge to build emotional closeness with consumers. These illustrative characters are often used as mascots or narrative elements that help convey advertising messages in a more personal and persuasive manner. This can be seen, for example, in smartphone ad posters featuring illustrations by Muklay, or in products collaborating with character illustrations by the same illustrator.

Flat design is an illustration style that emphasizes the simplicity of forms, the use of solid colors, and the reduction of detailed elements. This type of illustration has rapidly evolved in line with the needs of digital visual communication that demand speed and ease of understanding. In digital advertising, flat design is highly effective in delivering messages succinctly, clearly, and efficiently, especially on platforms where the audience's attention span tends to be brief. An example of the application of this style is seen in advertisements for healthy food products.

Isometric illustration is used to display objects or a system in a three-dimensional view without complex perspective. This type of illustration is often applied in digital product advertising to explain workflows, technological features, or application systems. With this approach, isometric illustrations help audiences understand abstract digital concepts in a more visual and structured manner. An example can be found in an exhibition poster that adopts the isometric illustration style.

The latest developments in digital advertising also drive widespread adoption of animated illustrations and motion graphics. Moving illustrations allow for a more dynamic and engaging delivery of messages. In video-based digital ads and social media posts, motion graphics are used as a strategy to enhance audience attention, interaction, and engagement with advertising messages. The design assets of illustrations in a motion graphic are clear evidence of the implementation of this type of illustration.

Illustration in digital advertising exists in a wide spectrum of forms and types, specifically designed to adapt to the characteristics of digital media and the visual communication objectives that a brand or company aims to achieve. This diversity is a logical consequence of the diverse market needs and technological advancements that enable limitless visual exploration. The advancement of digital technology has

empowered illustrations to evolve from mere aesthetic complements to becoming a primary medium for effectively conveying advertising messages to specific target audiences. From the perspective of Visual Communication Design, the selection of appropriate forms and types of illustrations is a key factor in measuring the success of a digital advertisement, as each type of illustration possesses its own strengths, weaknesses, and suitability within specific contexts. Kusmala et al. found in their research that the use of visually engaging, informative, and relevant content significantly enhances brand awareness and product sales, with key factors influencing its effectiveness including design quality, platform selection, and alignment with the target audience [14].

Vector illustration is the most dominant type of illustration used in contemporary digital advertising, and its popularity is closely tied to its superior technical characteristics. This type of illustration is constructed from lines and shapes based on mathematical calculations, allowing it to be resized without experiencing any degradation in visual quality - a valuable property in the digital ecosystem that demands high flexibility. In digital advertising practice, vector illustrations are highly favored for their clean, modern appearance and versatility in being applied across various platforms such as social media, websites, and digital applications without concerns about resolution or image sharpness. An example can be seen in the advertisement poster for Fanta beverages, which utilizes vector illustrations with bright colors and distinct shapes, creating a youthful, energetic, and fun impression in line with the brand's positioning.

Sáez-Velasco et al. reveal that in art and design education, understanding various styles and illustration techniques is becoming increasingly important with the integration of digital technology into the curriculum [15]. Unlike vectors, raster or bitmap illustrations are composed of a collection of pixels forming an image, resembling the workings of digital photography. This characteristic typically gives raster illustrations more rich and realistic visual details, capable of capturing nuances of texture, subtle color gradients, and visual complexities that are challenging to achieve with a vector approach. In digital advertising, raster illustrations are often chosen to convey atmospheres, textures, or visual expressions that are more intricate and approach reality, such as illustrations styled like paintings or pastels that exhibit deep artistic depth. Nevertheless, their usage requires attention to digital media resolution to maintain image quality, as excessive enlargement can result in pixelation or a distorted appearance. An example showcasing the use of raster illustrations with rich detail and a warm atmosphere, creating an emotional connection with consumers through vibrant and characterful visuals, is the Coca-Cola beverage product advertisement poster.

Chu, Baxter, and Liu highlight in their research how new technologies impact artistic innovation routines, particularly in the selection of techniques and illustration styles most fitting for communication purposes [16]. The creation of character illustrations is aimed specifically at providing a visual figure that can represent a product, brand, or even target audience in a personified manner. In digital advertising, character

illustrations serve as an emotional bridge to foster closeness between a brand and consumers, fostering a more personal and humane relationship. These illustrative characters are often used as mascots or narrative elements to deliver advertising messages in a more personal and persuasive way, as if a friend is sharing information about the product. For instance, this can be observed in smartphone ad posters featuring illustrations by Muklay, or in collaborative products with character illustrations by the same illustrator, where these unique characters become a draw for consumers, particularly fans of the illustrator's work. Bellaiche et al. in their study on human preferences versus AI found that human-created works retain value in uniqueness and originality appreciated by consumers, even as AI technology advances in image generation [17].

Flat design is an illustrative style that highlights simplicity in form, the use of solid colors without complex gradients, and the reduction of detailed elements to their essence. This type of illustration has flourished in tandem with the need for visual communication in the digital realm that demands speed and ease of understanding within a short timespan. In digital advertising, flat design is highly effective in conveying messages succinctly, clearly, and efficiently, particularly on platforms where audience attention spans are brief such as social media or digital banners. The promotion of healthy food products is a noteworthy example of applying this style, where clean and simple visuals aid in conveying messages of purity and health more effectively than intricate and detailed imagery. Miyazaki et al. in their empirical study on public perceptions of new technologies found that public visual preferences tend to vary based on demographics and usage contexts, underscoring the importance of selecting the right style for specific target audiences [18]. Isometric illustration serves as a visual solution for presenting objects or systems in a three-dimensional view without the use of complex and bewildering perspectives. This type of illustration is often applied in digital product advertising to explain workflows, technological features, or complex application systems visually. With this approach, isometric illustrations help audiences understand abstract digital concepts more visually and structurally, as if they are viewing an object from an ideal perspective. An example is an exhibition poster advertising that embraces the isometric illustration style, where buildings, booths, and visitor flows are depicted in an informative yet artistic three-dimensional form. McCall in his analysis of AI applications in the creative sector noted that new technology enables exploration of visual styles that were previously inaccessible to many designers, including complex isometric illustrations [19].

Recent developments in digital advertising also encourage widespread adoption of animated illustrations and motion graphics as a strategy to capture attention. These moving illustrations allow for a more dynamic and engaging message delivery, adding the element of time as a strong narrative element. In digital advertising based on videos and social media posts, motion graphics are used as a strategy to increase audience attention, interaction, and engagement with advertising messages because motion

naturally captures human attention more than static images. The design assets of illustrations in a motion graphic are tangible proof of the application of this type of illustration, where static illustrations are brought to life through a series of planned movements. Makridis in his economic study on the impact of AI on artists found that adaptation to new technologies, including motion graphics, is key for creators to remain competitive in a rapidly changing market [20].

C. Urgency and Strategic Role of Illustration Implementation

The incorporation of illustrations in digital advertising is one of the strategic visual approaches to convey ad messages through digital mediums. Illustrations serve as communication tools that facilitate easier audience understanding of the intended message. Within the digital advertising ecosystem, illustrations are no longer seen merely as supplementary visual decorations but play a vital role in explaining ideas, concepts, or the character of a product or service. Amidst the rapid influx of digital content each day, an advertisement is expected to capture attention in a very brief period. Illustrations serve as the appropriate visual choice due to their ability to present messages succinctly and attractively. Through the manipulation of shapes, colors, and simple graphic styles, illustrations can convey information without relying on lengthy text, making it easier for audiences to comprehend and accept.

The application of illustrations in digital advertising can be found across various media types, such as social media, websites, and digital banners. In social media platforms, illustrations are often used to captivate user interest as they scroll through their feeds. Meanwhile, on websites or promotional pages, illustrations function to aid in visually explaining products or services, making it easier for visitors to understand the conveyed information. For illustrations to be effectively used, the design created must align with the brand identity and target audience characteristics. The selection of colors, illustration style, and visual forms needs to be tailored to the advertised product's characteristics. Additionally, the principle of simplicity must be upheld to ensure messages are quickly understood, considering that digital audiences have limited attention spans.

One concrete example of illustration application is in the advertising of digital educational applications. Online learning applications typically utilize character illustrations and visual icons to explain the application's features, learning methods, and product benefits. This approach helps reduce the perceived stiffness and technical aspects often associated with digital technology, making the product more appealing to target users, especially students and parents. The use of illustrations in educational app advertisements not only reinforces educational messages but also persuasive messages. Illustrations can create a friendly atmosphere, increase user trust, and support the main advertising goal of boosting interest and usage of digital products. Based on the aforementioned exposition, it can be concluded that illustrations play a crucial role in simplifying messages, building strong visual identities, and enhancing the overall effectiveness of digital advertising. Illustrations enable more emotionally engaging and

narrative-based visual communication, thus aiding audiences in better receiving and remembering ad messages.

The utilization of illustrations in digital advertising is one of the strategic visual approaches to convey advertising messages through the increasingly complex and competitive digital medium. Illustrations serve as communication aids that enable the intended message to be more easily understood by audiences from various backgrounds and literacy levels. In the dense and bustling digital advertising ecosystem, illustrations are no longer seen merely as decorative visual embellishments but have proven to play a vital role in explaining ideas, concepts, and the character of a product or service that may be challenging to describe with words alone. Amid the overwhelming influx of digital content emerging each day in tremendous quantities, an advertisement is demanded to capture attention in a very brief time, even within seconds before the audience decides to scroll past or disregard it. Zhang, Yuan, and Xiong in their study on the impact of AI on market balance found that in the increasingly crowded digital ecosystem, the ability to attract attention becomes a determinant of success [21].

Illustrations emerge as the appropriate visual choice due to their ability to present messages succinctly and attractively without relying on lengthy and potentially tedious text. Through the manipulation of shapes, colors, and simple yet expressive image styles, illustrations can convey complex information in a more easily digestible and accepted manner by audiences of various age groups and educational backgrounds. A good illustration can replace thousands of words, conveying nuances, emotions, and factual information simultaneously within a single visual frame. Liu in his examination of digital illustration design emphasizes that digital illustration has evolved into a complex discipline with its ability to integrate various visual elements to deliver rich and layered messages [22]. The application of illustrations in digital advertising can be found across various types of media, ranging from casual social media to informative websites, and disruptive digital banners. On social media platforms like Instagram, Facebook, or TikTok, illustrations are often used to capture users' interests as they swiftly scroll through their feeds, pausing their scrolling momentarily to view visually engaging content. Meanwhile, on websites or promotional pages, illustrations serve to help explain products or services visually, making it easier for visitors to understand the conveyed information without having to read lengthy and tiresome text. Setyaningsih, Suadnya, and Fajarica in their research on social media content management affirm that the appropriate visual communication strategies can establish strong brand awareness in the audience's minds [23].

For illustrations to be effectively utilized in digital advertising campaigns, the created designs must align with the brand identity and the characteristics of the target audience being reached. The selection of colors, illustration styles, and visual elements needs to be tailored to the nature of the advertised product, be it cheerful children's products, advanced technology products, or soothing health products. Furthermore, the principle of simplicity must be upheld in the design process so that the message can be

quickly understood, considering digital audiences have limited attention spans and tend to be easily distracted by competing content. Fadilla, Ramadhani, and Handriyotopo in their analysis of the issues surrounding the use of AI in illustration emphasize that even though technology facilitates production, fundamental principles of design and visual communication must still be adhered to in order to achieve the desired effectiveness [24].

One concrete example of the effective implementation of illustrations is in the advertising of digital educational applications, which have become increasingly popular in recent years. Online learning applications typically utilize friendly character illustrations and visual icons to explain the app's features, learning methods, and benefits to users. This approach helps reduce the perceived stiffness and technicality often associated with digital technology, making the product more appealing and less intimidating to its target users, especially students and parents who may not be familiar with technology. The use of illustrations in educational app advertisements not only reinforces educational messages but also persuasive messages that encourage action. Illustrations can create a friendly atmosphere, increase user trust in the product, and support the main goal of advertising, which is to boost interest and usage of digital products among the general public. Improving the quality of education is done by relying on its own internal potential. This process utilizes various techniques and available data to empower the components in an ongoing effort to enhance their capabilities, so they can meet the expectations of students and the community [25].

Restuningsih, Roisah, and Prabandari emphasized in their study on the legal protection of digital illustrations that the economic value of illustrated works is increasingly recognized, making copyright protection an essential aspect in the digital creative ecosystem [26]. Based on the aforementioned exposition, it can be understood that illustrations play a crucial role in simplifying complex messages, establishing a strong and consistent visual identity, and enhancing the overall effectiveness of digital advertising amidst increasing competition. Illustrations enable more emotional and narrative visual communication, bridging the gap between brands and consumers through a universal visual language. With the right approach, advertising messages can be better received and remembered by audiences, creating a lasting impression and ultimately driving desired actions, whether it be purchases, registrations, or simply increasing brand awareness. Ali and Breazeal in their study on artists' sentiments towards AI-generated artworks found that human values such as uniqueness, creativity, and emotional connection remain differentiating factors that are challenging for technology to replicate, underscoring the importance of human touch in visual communication [27].

D. Illustration Design Analysis in Digital Advertisements of PT Pertamina Sales Area Sumbar

The digital promotion poster under analysis serves as a visual communication medium designed to convey the special promo program "MyPertamina" by Pertamina Patra Niaga. The design is executed persuasively and is easily comprehensible by a wide

audience. Visually, the poster adopts an illustrative approach by combining flat design style with three-dimensional cartoon elements that exude a friendly and popular feel. This strategy is chosen to captivate the attention of audiences across various age groups, particularly private vehicle users.

The illustration of the Gas Station (SPBU) as the main element in the poster effectively clarifies the location context and promoted activities, strengthening the visual association with Pertamina's fuel services. From a visual hierarchy perspective, the typographic elements in the poster are structured in a layered and clearly organized manner. The main title "MONDAY" is presented in the largest size with rounded letter shapes and three-dimensional red color effects, making it the primary focal point that first captures the viewer's gaze. This is reinforced by the text play "I don't like Monday," cleverly incorporating visual copywriting strategy to create contrasting meanings through a light-hearted humor approach, attracting attention effectively.

The color scheme of the poster primarily features blue, red, and white tones consistent with Pertamina's corporate visual identity and MyPertamina application. The predominant blue background conveys a clean, modern, and trustworthy impression, while strategic use of red accentuates the urgency and appeal of the offered promotion. Decorative supporting elements like stars and rockets in pastel colors serve to enhance a dynamic, optimistic, and friendly impression without compromising the readability of the main information.

In terms of composition, the poster employs a balanced vertical structure with distinct areas: the top area showcases brand identity and key message, the middle section provides space for core promotional information, and the bottom area features the illustrative SPBU visuals and supporting technical details. Placing the SPBU illustration at the bottom acts as a visual closer reinforcing the functional message and providing a real context to the promotion offered. Additionally, the placement of Pertamina and MyPertamina logos at the top of the poster acts as credibility markers and reinforces institutional identity.

From a functional communication standpoint, the poster successfully integrates visual, textual, and illustrative elements harmoniously to convey the promotional message informatively and persuasively. Supporting information like promo period, terms and conditions, and the call to download the MyPertamina app are presented in smaller yet still legible font sizes, demonstrating effective implementation of visual hierarchy principles. Overall, the poster reflects an excellent visual communication design strategy emphasizing message clarity, emotional appeal, and brand identity consistency in supporting the company's marketing objectives.

The digital promotional poster analyzed in this study is a visual communication medium specially designed to convey the MyPertamina special promo program from Pertamina Patra Niaga to the general public. The poster's design is approached persuasively aimed at facilitating the audience's understanding of the promo information while encouraging them to take advantage of the offers provided. Visually, the poster

adopts an intelligent illustrative approach by combining the popular flat design style and friendly, popular, and non-patronizing three-dimensional cartoon elements. This visual strategy is carefully chosen to capture the attention of audiences across various age groups, especially private vehicle users who are the main target of this promo program. The use of illustrations of Gas Stations (SPBU) as the main element in the visual composition successfully clarifies the contextual location and activities being promoted while strengthening the visual association with Pertamina's long-known fuel services in the community.

Noerdin, in his analysis of the media industry in the era of disruption, emphasizes that digital transformation drives fundamental changes in how information is produced, distributed, and consumed, including the visual communication strategies employed [28]. From the visual hierarchy perspective, which is a fundamental principle in visual communication design, the typographic elements on this poster are arranged in layers and structured very clearly and intentionally. The main title "MONDAY" is displayed in the largest size with rounded letter shapes and a striking red three-dimensional effect, making it the primary focal point that catches the audience's eye first when viewing the poster. The choice of the English word "MONDAY" also indicates an effort to create a modern and contemporary impression, in line with the characteristics of the urban young audience. This word is reinforced by the text play "I don't like Monday," which is strikethrough, a clever and creative visual copywriting strategy. This creates an engaging contrast in meaning through a light-hearted and relatable humor approach that resonates with many people who may genuinely not like Mondays in their daily lives. The key information regarding the discounted price of "Rp300/liter" is placed directly below the title in a large size and contrasting blue color, ensuring that the most crucial promotional message can be quickly grasped by viewers who may only glance at the poster briefly (quick reading). Thalut and Salma in their research on visual communication strategies on Instagram emphasize that the organization of visual elements such as images, text, and colors should be structured to effectively convey messages [29].

The color aspect in this poster is predominantly characterized by a blue, red, and white palette that consistently reflects the corporate visual identity of Pertamina and the well-known MyPertamina application within society. The dominant blue background conveys a sense of cleanliness, modernity, professionalism, and trustworthiness, qualities that are crucial for a state-owned energy company. Meanwhile, the strategic use of red as accents on important elements like titles and certain decorative elements serves to emphasize the urgency and appeal of the promotions offered, while also igniting enthusiasm and energy. Supporting decorative elements such as stars and rockets in soft pastel colors aim to enhance a dynamic, optimistic, and friendly impression, all without detracting from the readability of the main information, which is the primary focus of communication. Sholihatin et al., in their study on the variety of digital marketing language, explain that the selection of visual elements such as color and shape should be

tailored to the product's character and target audience to achieve maximum communication effectiveness [30].

When it comes to composition, this poster employs a balanced vertical structure with clear and functional area divisions. There is a distinct division of areas: the top area is dedicated to the brand identity and main message, the middle area serves as space for the most important core promotional information, and the bottom area features an illustration of the gas station along with secondary technical supporting information. Placing the gas station illustration at the bottom serves as a visual conclusion that reinforces the functional message while providing a real context to the offered promotion, reminding the audience that this promotion can be enjoyed at Pertamina gas stations nationwide. Meanwhile, positioning the Pertamina and MyPertamina logos at the top of the poster serves as markers of credibility and reinforces institutional identity that is immediately visible without the audience having to search for them. Bellaiche et al. in their study on human preferences towards art found that visually balanced and hierarchically composed compositions tend to be more easily accepted and remembered by audiences [17].

When viewed from the perspective of its overall communication function, this poster successfully integrates visual elements, text, and illustrations harmoniously to deliver a promotional message informatively and persuasively to the target audience. Supporting information such as the promotional period, terms and conditions, and the call to download the MyPertamina app are presented in smaller but still legible font sizes, striking a balance between readability and avoiding distraction from the main information. This demonstrates the application of effective and mature visual hierarchy principles, with each element placed according to its respective level of importance. Chu, Baxter, and Liu emphasize in their study on the impact of AI on artistic innovation routines that despite technology enabling new possibilities, fundamental design principles like visual hierarchy must remain foundational in creating effective communication [16]. Overall, this poster is a reflection of excellent visual communication design strategy, emphasizing message clarity, emotional appeal through a friendly visual approach, and brand identity consistency in supporting the company's marketing goals in the competitive digital era.

CONCLUSION

Fundamental Finding: Based on the findings presented, it can be concluded that the illustration in digital advertising has undergone significant transformation from merely a supplement to text in print media to a primary visual element that is dynamic and adaptive across various digital platforms. Technological advancements have given rise to various types of illustrations such as vector, raster, character, flat design, isometric, and motion graphic, each possessing specific advantages and functions in delivering advertising messages. Illustrations have been proven to play a strategic role not only in simplifying messages and establishing brand identity but also in enhancing visual appeal

and overall marketing communication effectiveness. Analysis of digital advertisements by PT Pertamina Sales Area Sumbar reveals that the appropriate application of illustrations, considering visual hierarchy, consistent color selection aligned with brand identity, balanced composition, and harmonious integration of text and visual elements, can create effective persuasive communication. The success of such advertisements also hinges on the use of friendly and popular illustration styles, intelligent visual copywriting strategies, and mature visual hierarchy principles, enabling promotional messages to be quickly grasped by audiences. **Implication:** The implementation of these research findings can be actualized through several practical steps in digital advertising design. Firstly, companies and graphic designers need to understand the characteristics of each illustration type to choose the visual style that best fits the brand identity and target audience. Secondly, in designing digital advertisements, visual hierarchy principles should be applied by placing essential information in areas easily caught by the eye through appropriate sizing, color, and typography arrangements. Thirdly, maintaining consistency in the use of color palettes coherent with corporate identity is essential to bolster brand recognition in consumers' minds. Fourthly, ad compositions should be structured with clear division between brand identity, main message, promotional information, and supporting visual elements. Fifthly, the integration of illustration, text, and other decorative elements should be done harmoniously to convey messages informatively and persuasively without compromising readability. Lastly, a visually simple, communicative, and quickly recognizable approach is key considering the limited attention span of digital audiences. **Limitation:** This study is limited to the analysis of digital advertisements by PT Pertamina Sales Area Sumbar and may not represent broader advertising contexts. **Future Research:** Future research can explore a wider range of industries and digital platforms to provide more comprehensive insights into the use of illustration in advertising.

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