

VISUAL ELEMENTS ONLINE GAMBLING ADVERTISING; CASE STUDY MAXWIN

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ABSTRACT Indonesia is claimed as an emergency for online gambling in 2024. The finding from the Ministry of Politics and Security shows more than 9000 Trillion suspicious transactions held online. The gamblers come from adults, teenagers, and children. Online gambling is considered as easy to access in Indonesia. Users can sign up through the sites. Even though the Indonesia government fights to gambling, in reality, gambling advertising pops up on any platform, social media, and marketplace. This research aims to analyze the visual elements in online gambling advertising and take a case study of MAXWIN advertising. The research method is using a qualitative approach. Data analysis uses Rossiter ad Percy, advertising visual creativity which contains of Visual content and verbal content. Data were collected by observation, literature and interviews with Psychologists and criminologists. These advertisements often appear on various platforms, such as; drama-watching sites, marketplaces, social media, and so on. There are several special visual characteristics that online gambling advertisements of MAXWIN, have serif font, using bright colors, such as gold, yellow and bright green. For the verbal content, the text shows confirm winning to the audience. Illustrations that often appear are illustrations of dragons, mythological gods, and the game of mahjong. Other illustrations that appear in the advertisement are the bright lines on the back of the advertisement, hexagonal patterns, leaf frames, and dots. The layout of advertising generally uses two columns with the headline text in the middle, using capital serif letters. This advertising often appears when someone wants to access a platform and clicks on the main page. Then, the link opens automatically. This article is expected to be one of the efforts in media literacy. If the public can identify online gambling advertisements, it is hoped that they can avoid them and prevent their family and closest people from engaging in online gambling.

Keywords: *Visual Emelents, Online Gambling, Advertising*

INTRODUCTION

Online gambling in Indonesia is a prohibited activity. This is in the ITE Law No.1 of 2024, including online gambling advertising. In Article 27, section 2, where it is said that every person who intentionally and without authorization distributes, transmits, and creates electronic documents that contain gambling content. Article 45 states that if proven to have violated Article 27 section 2, the penalty is 10 years imprisonment and a fine of IDR 10 billion (UU No.1/2024, 2024). However, in reality, advertisements for gambling accounts can still be found, both on social media and on websites.

Research conducted by Paminto, et al found that gambling advertisements circulate widely on social media, the web, and digital applications and offer benefits to netizens (Paminto et al., 2024). In other research, Gen Z's behavior in using smartphones also has an influence on online transactions, including online gambling transactions (Fathor et al., 2024). Several gambling accounts even went massively into the "Live" of famous influencers and gave lots of

gifts. One case that is currently busy, is where the owner of the Sadbor 86 account was arrested for promoting gambling content on Tiktok, (Costa, 2024).

Throughout 2024, online mass media coverage will be filled with news about Indonesia's Online Gambling Emergency, which has resulted in Indonesia being ranked 5th as the country with the most online gambling players in the world, based on the DroneEmprit survey (Azhari, 2024). Addicts who must be treated at RSCM and hospitals. Marzoeqi Mahdi will also increase in 2024 (Prisie & Mulyadi, 2024).

In research conducted by Arifina, et al on 5 online gambling addicts in Tanjung Bunga Village, Medan, the results showed that online gambling addiction caused family relationships to become strained. These slot gambling players are divided into two categories, light addicts who can spend IDR 100,000 to IDR 300,000 per day to heavy addicts, who spend an average of IDR 1 million to 2 million per day. These players spend money on gambling and ignore the family economy. As a result, ultimately, the family's economy becomes strained, resulting in disturbed harmony (Arifina & Machmud, 2024).

There are several things that cause gambling to be popular among teenagers, adults and even children. According to Criminologist Haniva Hasna (Interview on January 27 2025), there are 4 things that trigger someone to play online gambling. The first is the rules made by government administrators. In this case, online gambling is a prohibited activity, in accordance with the ITE Law no. 1 of 2024, article 27. Second, is socialization, existing regulations are then socialized in residential environments, schools, work environments, etc. Third, provide facilities. The facilities in question are facilities for sports, fitness, non-formal activities and rehabilitation. This can be accommodated by the government in collaboration with the community. Some of the reasons why teenagers play online gambling are because of *gabut* (a term to describe a state of boredom, having no other activities apart from playing on your cellphone). This situation makes children and teenagers accidentally or intentionally exposed to online gambling. It is ideal for children and teenagers to do physical activities outdoors, because play facilities in parks and public sports facilities are minimal. Fourth is sanctions, sanctions are given and strictly enforced against anyone who violates the rules. If it is proven that they are gambling, the school must firmly impose suspension sanctions. If an employee is proven to be involved in gambling, the company also provides sanctions to provide a deterrent effect for others.

Arifina, et al. mentioned, one of the causes of online gambling is 1. easy access to gambling sites, 2. the large number of gambling advertisements scattered on social media and platforms, 3. low public understanding of gambling, rules prohibiting gambling, the media, 4. Economic factors that make people want to quickly get money instantly, 5. Regulations that are considered not to deter judol operators, (Arifina & Machmud, 2024). This statement is closely related to a report conducted by UNICEF Georgia in 2021, that 4 out of 5 teenagers aged 14-17 years were exposed to online gambling through friends (peer groups). Some gambling games that are generally played are; Slots, Lottery, Ludomania, Casino, Gambling Board, Roulette, Bookmaker, and so on (Unicef, 2021).

From the explanation above, the aim of this research is how to identify the visual elements of online gambling advertisements, a case study of the MAXWIN advertisement. It is hoped that, through this research, it can provide benefits to the public so that they can differentiate gambling advertisements from others, visually on social media and cyberspace.

METHOD

This research uses qualitative research methods, where in this type of research, one of the characteristics is the subjectivity of researchers who see phenomena in society (Ratnaningtyas et al., 2022). Data was obtained through interviews with criminologist Haniva Hasna, M.Krim and psychologist Rahmi Dahnan, S.Psi. Other data was obtained through observation and literature. Observations were carried out around the Indraprasta PGRI University and Jabodetabek. Meanwhile, other observations were made online, by observing social media, the web and social applications.

Cyber-friendly observations, also known as netnographic research, are research aimed at looking at trends in netizen behavior and phenomena that exist in online interactions (Agustian et al., 2024). These data were then analyzed using the research triangulation method. In this case, the data obtained is reduced and analyzed into new data. To see the visual identity of advertisements, researchers use the concept of visual elements, which is generally used to discuss visual meaning. According to Cenadi, visual elements in visual media consist of; typography (selection of letters), illustration symbols, photography (Cenadi, 1999) In advertising, it is known as visual content and verbal content. Visual content, which includes local beliefs regarding the symbols used, illustrations, colors and others. Meanwhile, verbal content includes typography and choice of words so that it can arouse enthusiasm for visuals. If the advertisement is part of audiovisual, then another element is the use of audio, which can be in the form of music, dialogue, and sound effects (J. R. Rossiter & Percy, 1980) .

The MAXWIN advertisement was chosen because this advertisement appeared on a drama watch online platform *dramacool*. It is possible for individual or community website managers like this to seek funds for operations from advertising. The appearance of gambling advertisements is part of the way to obtain funds for the site. If visitors want to watch dramas for free and visit the site or click on the site page, they will be immediately redirected to online gambling advertisements or other advertisements automatically.



Figure 1. Site of Dramacool

RESULTS AND DISCUSSION

Causes Of Online Gaming

According to Rahmi Dahnan, S.Psi (interview on December 23 2024). There are several things that encourage someone to get entangled in online gambling. The first thing is low self-regulation. Self-regulation cannot actually be formed in a moment, from the age of three he should be able to consider what steps he should take in each action, meaning that he personally has quite high thinking skills. However, if you look at how digital/wired-based online gambling has changed so that it can change a person's way of thinking, from the norms or values they adhere to and then become addicted to online-based gambling, then there are several processes that need to be looked at. First, the increasing use of gadgets itself is a demand, especially in the field of education, which is why parents are unable to provide adequate parenting which results in the problem-solving mechanism becoming passive, continuous use of gadgets, euphoric use, withdrawal syndrome, which makes them ask for more even though it has been prohibited.

Self-regulation, according to Kowalski and Leary (2000), is the ability to control desires, impulses (behavior), thoughts and emotions, thereby controlling a person to the norms they adhere to (Mutiarachmah & Maryatmi, 2019). Rahmi Dahnan, S.Psi (interview 23 December 2024) added that an understanding of self-regulation is formed in the family. Parents provide understanding and examples for children so that they act according to religious norms and community norms. For people who fall into online gambling, inside they realize their mistake, but because their ability to control themselves is low, it is easy to become addicted. Self-regulation is not only needed to prevent online gambling but in various other activities, such as committing crimes, lying, bullying, and so on. If not handled seriously, online gambling will

cause; decreased ability to concentrate, pay attention, memory and form negative thought patterns.

Visual Elements in Advertising

Advertising is paid media, which is used to communicate messages, persuade, and encourage other people to do something appropriate, both now and in the future. Advertisements are used by various organizations and companies, not only promoting products but also the image of the company/organization (Patrick & Hagtvedt, 2012). In Rossiter and Percy's view, there are several things that must be considered so that advertising messages can move the audience, namely advertising content, conditioning process, and results. These three stages are depicted in the following chart; (J. Rossiter et al., 2003)

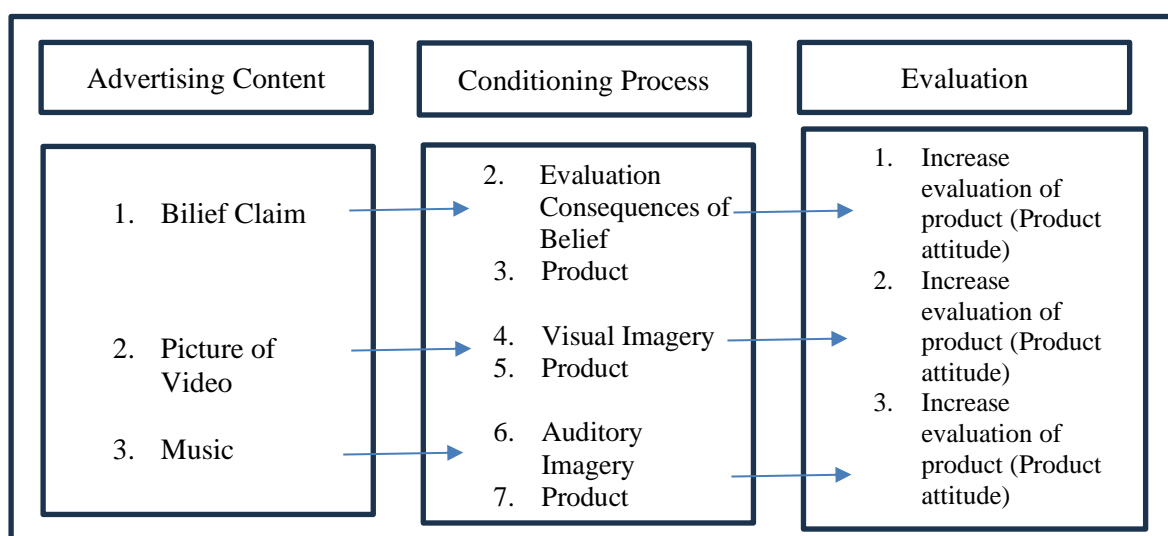


Figure 2. Major Ways in Which Advertising Content Can Form or Change Product Attitude through Classical Conditioning

From Figure 1, it shows that advertising content is influenced by local community beliefs, images and music. This content is then evaluated and expressed in the form of a scenario concept or advertising text. After advertising production is complete, the next stage is evaluation. Advertising evaluation concerns the public's response to advertising. Advertising content consists of visuals and text, each element is designed to suit the beliefs held by the local community (J. R. Rossiter & Percy, 1980).

Visual Elements in MAXWIN Online Gambling Advertising

Below are two versions of MAXWIN Online gambling advertising, Figure.3 Visual Advertising Online Gambling Maxwin Version Gates Olympus and Figure 4. Figure 4. Visual Advertising Online Gambling Maxwin Version Mahjong. The goal is to compare the similarities and differences between the two. The first content visual is typography, both Figure.3 and Figure .4 both use typefaces (San

Serif). Linked letters generally give a serious and serious impression, while unrelated letters give a relaxed and comfortable impression (Cenadi, 1999). Online gambling advertisements, using unrelated fonts, give a modern, relaxed impression to play. However, the letters used in both are capital, with bright yellow and white letters. The layout of the letters is in the middle, teaching the reader's eyes to immediately receive information.



Figure 3. Visual Advertising Online Gambling Maxwin Version Gates Olympus



Figure 4. Visual Advertising Online Gambling Maxwin Version Mahjong

The second visual content is color. The colors used in these two advertisements are bright colors (yellow, gold, green, and white). In research conducted by Sipayung and Handoyo, gambling advertisements often used bright colors to attract attention (Sipayung et al., 2024). The other colors used are black and purple, for the background, in Figure 4, and blue and black gradients in Figure 3. In general, bright colors dominate this advertising.

The third visual content is the illustration. The dominant illustration in Figure 3 is the Gate of Olympus, a god of Greek mythology. Mount Olympus is the location where the gods and goddesses

lived in ancient Greek belief (Zaenuddin, 2023). In Figure 4, the dominant illustration is the Mahjong game and the golden dragon from Chinese culture. The third content visual is the lines that form graphic illustrations. Figures 3 and 4 have the same frame, such as an illustration of bright green leaves. In Figures 3 and 4, the background uses hexagonal illustrations, lines, and dots.

Verbal content is the text used to direct audiences toward the objectives of advertising messages (J. R. Rossiter & Percy, 1980). In Figure 3, the text reads; *TIDAK PERLU TAKUT! MODAL CUMA 30RIBUAN GARANSI KEKALAHAN DI GATES OLYMPUS 1000 MENANG PASTI BERSAMA KAS77! AKUN BARU PASTI MAXWIN KAS77!*. This text provides persuasion and promises the certainty of winning and beating the game. The text persuades the audience to play with a capital of 30 thousand but wins. In Figure 4, the text says; *MODAL 40RIBUAN! MAIN MAHJONG WAYS 2 DENGAN TEKNIK AI TERKINI KEMENANGAN TANPA HENTI PASTI MENANTIMU! AKUN BARU PASTI MAXWIN KAS77!*. Figure 4 has a similar pattern to Figure 3, the text is written in large letters, the text layout is in the center of the template, and implies a promise of victory for the players.

Gambling in some countries is part of the culture. In Chinese culture, gambling is part of a way to socialize or seek entertainment, for example through playing mahjong (Voi You & Eklof, 2004). It is said to be gambling if the game involves betting, and who wins or loses the bet (Mun & Ching, 2022). For this reason, cultural elements, such as mahjong games, and mythology are included in online gambling advertisements. Online gambling targets the younger generation, therefore the way to market is through internet media, be it social applications, social media, and the web (Guillou-Landreat et al., 2021).

CONCLUSION

Online gambling is currently a virus that is stalking the younger generation. The impact is that young people become reluctant to work because of addiction, mental illness, poverty, and domestic violence. Even though there are regulations prohibiting online gambling, in fact, gambling advertisements often appear on the web, social media, and digital applications. Visual elements of MAXWIN online gambling advertising, according to the concept developed by Rossiter and Percy, are divided into two parts; visual content and verbal content, those parts influenced by cultures and beliefs. The visual content consists of typography that uses unrelated letters, giving a relaxed impression and is suitable for young people. The illustrations use characters from Greek mythology and the game of mahjong, lines, and dots that give a dynamic, active impression. The dominant colors are bright, such as green, yellow, or gold. Verbal content uses capital text and has a meaning that provides a promise of definite victory for the player. The hope is that by knowing the visuals of online gambling advertisements, the public can avoid these advertisements and remind families not to come into contact with gambling.

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