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DISNEY, CARTOON NETWORK AND MCDONALD'S ADVERTISING ON RARE INDONESIAN PHONECARD FOLDERS

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ABSTRACT

Characters from entertainment and media marketing companies, such as Disney, Cartoon Network, and McDonald's, were printed on phones worldwide, including Indonesia. Some of these phone cards were available in folders or packs with information as a resource of the development phone issuance history. This study aimed to describe six rare Indonesian Disney, Cartoon Network, and McDonald's phone sets available in folders associated with advertising strategies. The phone folders were obtained from a private collection based in Pangkalan Kerinci, Riau, Indonesia. The rarity of the folders was defined based on their low mintage. The folders were described, photographed, classified, and measured (cm). The folders obtained were successfully described. Folder issue dates varied from November 1996 to October 1999, and a mintage of 1000 units. Magnetic and voucher phones were identified. The display of entertainment and media marketing characters on phones in folders is recorded as an advertising strategy and represented national development in Indonesia in the 1990 decade.

Keywords: art in phonecard, Disney, entertainment, media marketing, phonecard collection

ABSTRAK

Karakter dari perusahaan hiburan dan pemasaran media, seperti Disney, Cartoon Network, dan McDonald's dicetak di kartu telepon di seluruh dunia, termasuk Indonesia. Beberapa dari kartu telepon ini tersedia dalam folder atau paket dengan informasi sebagai sumber dari sejarah penerbitan kartu telepon pengembangan. Tujuan dari penelitian ini adalah untuk mendeskripsikan enam set kartu telepon Disney, Cartoon Network, dan McDonald's Indonesia langka yang tersedia di folder yang terkait dengan strategi periklanan. Folder phonecard diperoleh dari koleksi pribadi yang berbasis di Pangkalan Kerinci, Riau, Indonesia. Kelangkaan folder ditentukan berdasarkan penciptaannya yang rendah. Folder dijelaskan, difoto, diklasifikasikan, dan diukur (cm). Folder yang diperoleh berhasil dijelaskan. Tanggal penerbitan folder bervariasi dari November 1996 hingga Oktober 1999, dan pembuatan 1000 unit. Kartu telepon magnetik dan voucher diidentifikasi. Tampilan karakter hiburan dan pemasaran media pada kartu telepon dalam map tercatat sebagai strategi periklanan dan mewakili pembangunan nasional di Indonesia pada dekade 1990.

Kata Kunci: Disney, hiburan, koleksi kartu telepon, pemasaran media, seni dalam kartu telepon

INTRODUCTION

Marketing communication involves advertising with different merchandising channels and tools. Advertising uses an open, sponsored, non-personal message to promote or sell an idea, product, or service (O'Barr, 2015; Kerr & Richards, 2021). Advertising was first introduced in the Indonesian archipelago by the Dutch East Indies (actual Indonesia) Governor-General, Jan Pieterszoon Coen, government period 1619-1629 (Hägerdal, 2019; Damanik et al., 2019). Jan was born on 8 January 1587 in Hoorn, Dutch Republic, and passed away on 21 September 1629, aged 42, in Batavia (actual Jakarta), Dutch East Indies. Jan was an editor for *Bataviasche Nouvelle* of the Dutch East India Company (VOC) (van Rossum, 2022; Borschberg, 2022). *Bataviasche Nouvelle* was the first advertisement in the Netherlands, published up to 8 August 1744, and the first newspaper in Batavia (Fakih, 2012).

The first advertisement, which began in Jan, had format of announcements and released by the Dutch East Indies government concerning the transfer of its top officials (Adams, 1996). Jan demonstrated similarities between advertisements and news after publishing the first newspaper containing advertisements (Setianingrum, 2012). He also demonstrated that news can be conveyed by advertising methods and techniques (Ballard, 1926). This fact proved that advertising and press publishing in Indonesia was born at the same time, and both need each other

or interdependence (Susanto et al., 2013). Entrepreneurs use print media advertising to market their goods or services (Lin et al., 2021; Bara et al., 2021). Advertising provides substantial income to companies' employee welfare and media development (Bardi, 2010).

The first card payphone appeared in Indonesia around 1988. This payphone was operated with magnetic cards after being replaced with coin payphones. In 1993, PT. Telkom Indonesia (Persero) Tbk (Telkom) (= Perumtel) stopped the fabrication of 20 and 1000-unit cards to start issuing definitive (= regular) cards. Some advertising (= private) cards were still issued at 20 units in 1993, and most were regarded as promotional (Kadir, 1993). These cards certainly have extraordinary value to collectors because they were produced in small numbers (Tavares & Silitonga, 2022a). In addition, they were not available at the public selling counters (Kadir, 1993).

Two phone card types were issued in Indonesia, with a few available in a folder or pack. They were advertising or graphic cards. Telkom distributors distributed the first, or the advertiser held the entire production for private distribution. The second was printed by Telkom and regularly used by people. The mintage of advertising cards is lower than that of graphic cards (Kadir, 1994). Large companies produce most advertising cards to celebrate special moments, such as birthdays and international events (Kompasiana, 2020).

The Walt Disney Company (Disney; Burbank et al. of America) has been entertaining the public to become a

structural part of developing creative and sustainable local communities (Putri, 2019; Tatham, 2019). Disney provided innovation and scale to roll out ambitious Disney+ direct-to-consumer streaming services in Indonesia (Putri & Paksi, 2021; Sihombing et al., 2022). Disney launched Disney+ Hotstar, acquired as part of 20th Century Fox. That new platform partners with the local wireless network provider Telkomsel (Jakarta, Indonesia) (Gozali & Yugopuspito, 2021; Widia et al., 2021). Disney has been promoting several advertising campaigns throughout its history, including displaying images on phones from the 1990 decade worldwide (Tavares & Silitonga, 2022b). Most Disney characters, including Mickey Mouse, Genie of Aladdin, and Donald Duck, were shown on phone cards. Several Disney phone cards are rare due to their low mintage and the high number of collectors, and their price is high as collectible items (Korkis, 2022).

Cartoon Network (Asian TV) is a pan-Asian pay television channel that primarily broadcasts animated series (Vogel, 2006; Ahmed & Wahab, 2014). Operated by AT&T's WarnerMedia under its International division, the channel is broadcast from its headquarters in Singapore and Jakarta to audiences in its country of location, as well as to Hong Kong and the rest of Asia (except the Philippines, where Cartoon Network (Philippine TV channel) SD feed is localized while the HD feed of this channel is simulcast) (Vlassis, 2021). It was launched on 6 October 1994 (Hassan & Daniyal, 2013; Yousaf et al.,

2015). In Indonesia, Cartoon Network Asia is available on First Media Gold and Platinum packages, BiG TV (affiliated with First Media) Gold and Platinum packages, MNC Vision Platinum Packages (used to be Indovision), TransVision Platinum Packages (used to be TelkomVision), and IndiKids add-on package on IndiHome (Sinclair, 1997; Lent, 2007; Cooper-Chen, 2011). Cartoon Network is well-known worldwide, and its characters, such as the Scooby-Doo, The Flintstones, The Jetsons, and Yogi Bear, are collected as toys, paintings, and printed images on phones. Pre-paid phone cards were printed with Cartoon Network characters (Tenser, 1995).

PT. Rekso Nasional Food (known as McDonald's Indonesia) is a public company engaged in fast food retail and headquartered in Jakarta (Astuti & Rodhiyah, 2017; Saidarka & Rusfian, 2019; Widaningrum et al., 2020). The company was founded on 23 February 1991 (Andjarsari, 2010). The company is the sole franchisee of McDonald's in Indonesia (Jened, 2018). In 2009, the company was acquired by Rekso Group (Jian et al., 2021). PT. Rekso Nasional Food has opened more than 200 McDonald's outlets spread across various cities in Indonesia, supported by more than 14000 employees throughout Indonesia (Ilmina, 2014). PT. Rekso Nasional Food through McDonald's Indonesia has always been fully committed to providing the best service for customers, presenting top-quality food, and providing significant benefits to the people of Indonesia (Radiya & Agustini, 2015; Kweeswara, 2020; Jian

et al., 2021). The collection of McDonald's phones is trendy around the world. After purchasing products such as hamburgers and fries, several promotional McDonald's pre-paid phone cards were distributed to customers. There are McDonald's phone cards featuring Elvis Aaron Presley (an American singer and actor), Marilyn Monroe (an American actress, model, and singer), panda bears, and sports heroes (CNB, 1994).

This study aimed to describe six rare Indonesian Disney, Cartoon Network, and McDonald's advertising phone cards available in folders from the 1990 decade. The rarity of the folders was selected based on their low mintage. All listed folders were described, photographed, classified, and measured. Methods

A. Folder Selection

Six Indonesian Disney, Cartoon Network, and McDonald's phone sets in folders related to advertising were obtained from the private collection of the authors for their description, photography, classification, and measurement as defined by Tavares and Silitonga (2022b, 2022c, 2022d). The collection is based in Pangkalan Kerinci, Riau, Sumatra, Indonesia (N 0°20' × E 101°51').

B. Evaluations

The parameters described in phone folders included diagnosis, card name, face value, country, issue date (month and year), telephone company, mintage, remarks (if any), and lectotype, as reported by Tavares (2021, 2022). Folder photographs were taken using a scanner; all folder faces were photographed. Issue date meant the first day of the card appears at the public selling counters because Telkom never announced the first date of issue as informed by Kadir (1993, 1994, 1995). The length of the folder closed, the folder open, and folder width (in cm) were measured using a ruler attached to an engineering table (Table 1).

Table 1 Length closed, length open and width (cm), fold and card type of six rare, Indonesian Disney, Cartoon Network and McDonald's phonocard sets available in folders related to advertising

Folder name	Length closed	Length open	Width	Fold	Phonocard
Mickey & Friends	11.8	23.6	20.8	Half fold	Promotional
Cartoon Network 1	-	13.0	24.0	-	Promotional
Cartoon Network 2	-	12.8	24.0	-	Promotional

McDonald's (Ronald McDonald)	-	9.2	13.2	-	Promotional
McDonald's (Grimace)	-	9.2	13.2	-	Promotional
Mulan	-	26.6	21.0	-	Promotional

The fold type was determined following a protocol provided by Baumfolder Corporation (2021). Half fold (sheet of paper with a single fold, both of equal size; one fold, that creates four areas for print), tri fold (sheet of paper with two folds, with three sections flaps folding inward; two folds, that crate six areas for print) and inside quarter fold (sheet folded in half and folded again; two folds, that create eight areas for print). The advertising type was identified.

Folders are listed in the sequence of their issue date (starting with the oldest) as suggested by Tavares and Silitonga (2022e).

Indonesian Phonocard Folders

A. Mickey & Friends

Description. Diagnosis. This is an advertising folder from Disney (Figure 1). **Cards.** Mickey & Friends, face value 100 units; Mickey & Friends, face value 100 units. **Country.** Indonesia. **Issue date.** November 1996. **Telephone company.** Telkom. **Mintage.** 1000. **Remarks.** They are the first Indonesians' Disney phonecards ever issued. **Lectotype.** One unit in mint condition (issue number 0669) from the authors' private collection.



Figure 1. Front (A), back (B) and internal faces (C) of the Mickey & Friends phonocard folder.

B. Cartoon Network 1

Description. Diagnosis. This is an advertising folder from Cartoon Network (Figure 2). **Card.** Cartoon Network, face value 100 units. **Country.** Indonesia. **Issue date.** November 1996. **Telephone company.** Telkom. **Mintage.** 1000. **Lectotype.** One unit in mint condition (issue number 0669) from the authors' private collection.

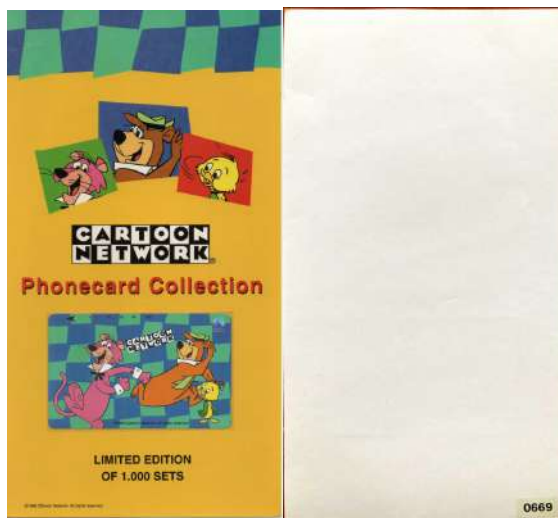


Figure 2. Front (A) and back (B) of the Cartoon Network 1 phonecard folder.

C. Cartoon Network 2

Description. Diagnosis. This is an advertising folder from Cartoon Network (Figure 3). **Card.** Cartoon Network, face value 100 units. **Country.** Indonesia. **Issue date.** November 1996. **Telephone company.** Telkom. **Mintage.** 1000. **Lectotype.** One unit in mint condition (issue number 0669) from the authors' private collection.

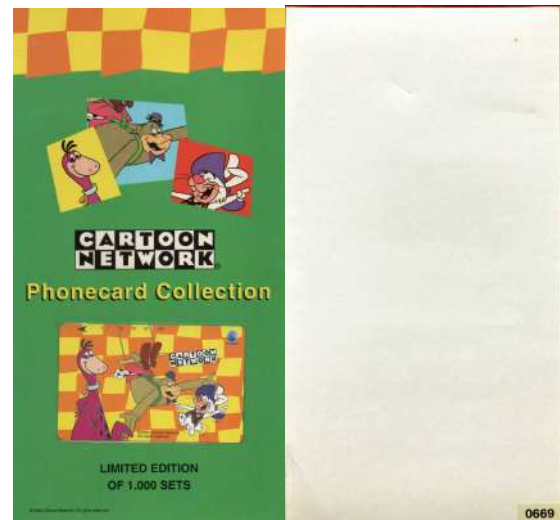


Figure 3. Front (A) and back (B) of the Cartoon Network 2 phonecard folder.

D. McDonald's (Ronald McDonald)

Description. Diagnosis. This is an advertising folder from McDonald's Indonesia (Figure 4). **Cards.** Ronald McDonald, face value 100 units. **Country.** Indonesia. **Issue date.** 1999. **Telephone company.** Telkom (Kring). **Mintage.** Unknown. **Remarks.** Folder released to inform upon a promotion valid from 1 July to 30 September 1999. By purchasing this phonecard costing IDR25,000.00, the customer would get free one regular soft drink (Coca-Cola/Fanta/Sprite) or one hot drink (coffee/tea) per purchase at McDonald's Indonesia. This phonecard could be used only in Jakarta and Surabaya, East Java. The existence of other phonecards belonging to this set is unknown by the authors and, if exists, whether they were available in folders. Ronald McDonald is a clown character used as the primary mascot of the McDonald's fast-food restaurant chain (Fontenelle, 2002). **Lectotype.** An unit in mint condition

from the authors' private collection.



Figure 4. Front (A) and back (B) of the McDonald's (Ronald McDonald) phonecard folder.

E. McDonald's (Grimace)

Description. **Diagnosis.** Same as McDonald's (Ronald McDonald) folder (Figure 5). **Cards.** Grimace, face value 100 units. **Country.** Indonesia. **Issue date.** 1999. **Telephone company.** Telkom (Kring). **Mintage.** Unknown. **Remarks.** Same as McDonald's (Ronald McDonald) folder. Grimace is a character featured in McDonaldland commercials. He is a rotund, purple being of indeterminate species with short arms and legs. He is known for his slow-witted demeanor. His most common expression is the word "duh" before every sentence (Ritter, 2013). **Lectotype.** An unit in mint condition from the authors' private collection.



Figure 5. Front (A) and back (B) of the McDonald's (Grimace) phonecard folder.

F. Mulan

Description. **Diagnosis.** This is an advertising folder from Disney (Figure 6). Cards feature images of Mulan, a 1998 American animated musical adventure film produced by Walt Disney Feature Animation for Walt Disney Pictures. **Card.** Mulan, face value 2500 Indonesian rupiah; Mulan, face value 2500 Indonesian rupiah; Mulan, face value 2500 Indonesian rupiah; Mulan, face value 2500 Indonesian rupiah. **Country.** Indonesia. **Issue date.** October 1999. **Telephone company.** Telkom (Indosat, TelePIN). **Mintage.** Unknown. **Remarks.** The folder has form of a 1999 calendar. There is another set with four Mulan phonecards (face value 10000 Indonesian rupiah). However, it is unknown by the authors whether this set is available in a folder. **Lectotype.** One unit in mint condition from the authors' private collection.

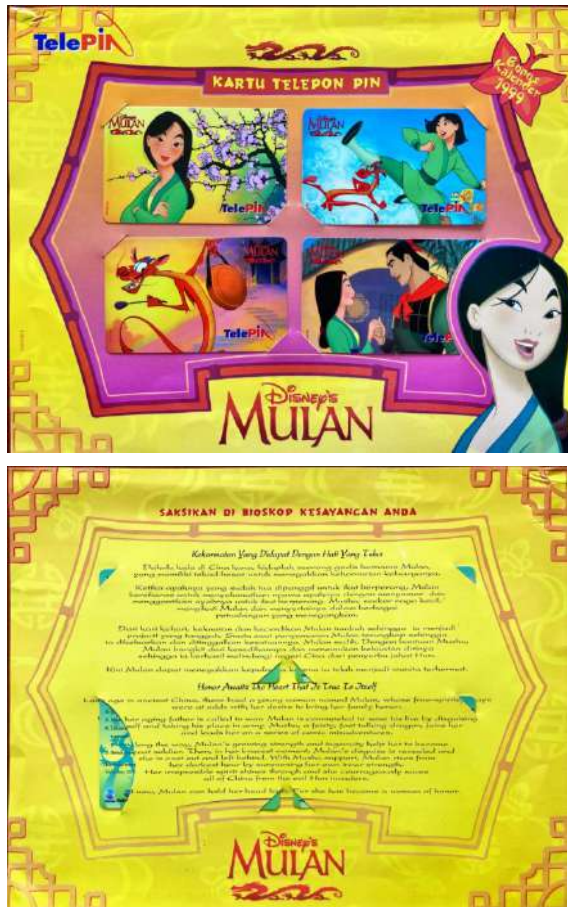


Figure 6. Front (A) and back (B) of the Mulan phonecard folder.

Additional information

Another four McDonald's phone cards (SIMPATI Advertising Recharge Vouchers) were issued in Indonesia, but their availability in folders is unknown. They were part of the McDonald's VIP Card Edition. Customers would get a free soft or hot drink by showing the voucher. The VIP Card was valid until 31 December 2000. The cards' names were Grimace, The Hamburglar, Birdie The Early Bird, and Ronald McDonald, each with a mintage of 10000, a value of IDR 150.000, and an issue date on June 2000 (Kadir, 2001).

Several other card vouchers featuring images of cartoon characters were

produced by Telkom (Indosat, TelePIN) in Indonesia. These cards show Looney Tunes (from Warner Bros), A Bug's Life, Mickey Mouse and Winnie the Pooh (from Disney), and superheroes such as Batgirl, Superman, and The Flash. Other companies, such as e-ello, produced a few card vouchers exhibiting images of Pokémon (from The Pokémon Company, Japan) characters.

The low mintage of some advertising phones issued in Indonesia was a concern reported by Kadir (1997, 2001). Low-mintage advertising phones, produced by France, Germany, the United Kingdom, the United States of America, and many other places, led some collectors to sponsor a few hundred cards that may be sold for much more than their face value because they were scarce. That led to an overheated market, and some people made money quickly, but it led to a crash.

Conclusion

Six rare promotional Disney, Cartoon Network, and McDonald's phone sets are available in folders from Indonesia were successfully described. Folder issue dates varied from November 1996 to October 1999, and a mintage of 1000 units. Magnetic and voucher phones were identified. Folders had excellent quality in designs, colors, and images, which may have improved Indonesians' appreciation of phones and increased the number of collectors in the 1990 decade. The display of entertainment and media marketing characters on phones in folders is identified as an advertising strategy and represented

national development in Indonesia in the 1990 decade.

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