

CHAPTER V

CONCLUSION AND SUGGESTION

In the chocolate industry, the present writer agrees that advertisement is one of the most important factors that could promote and support the product's selling. It is important to be careful in choosing the right medium and the words used in the message that we want to communicate to the targeted consumers. Appealing words are a must in making good chocolate advertisement, because consumer has the right to accept or reject the promise of an advertisement, so that the advertiser should be carefully in choosing the right words that could create consumer awareness of the product and make them interested in the product.

Based on the research in this term-paper, the present writer realizes that using emotional words in chocolate advertisement can attract consumer's attention in the product advertised. People are more interested in the chocolate product that has a competitive advantage, in this case "less-fat" ingredients. The present writer would like to suggest to give free samples of the product along with the advertisement of the product in order to make customer desire to buy the product. Consumers tend not to believe the promise of the product if they have not tasted or experienced the product. Besides, it could be helpful to add the nutritional value in the chocolate advertisement to inform people about the contain of the product (such as calories, fats, vitamins, proteins, etc).

It is also important to make the advertisement words more simple and easy to remember, because it could make consumers remember more about the product. About the appealing words used in the advertisement, the used of “1/2 the fat” is quite effective, because consumer nowadays more care about their health. They tend to consume “green product” that is healthier than regular product they used to consume. Also, the use of the words “great” and “best” are appealing to make people interested in the product, because everyone wanted to be great and the best. On the other hand, the use of words “stay out there longer” is not appealing enough for the consumers because it is rather hard to understand and is also not easy to remember.

It is crucial to use the right words in the food advertisement for people not to have misperception about the product. But still, the appealing words used has to be real in performance, for example the Mars Chocolate advertisement that states people can now consume all the taste of Mars with half of the fat, must really contain the same taste of original Mars but with half of the fat in order not to get customer’s disappointment.

The present writer also agrees that using advertisement as a tool for promoting product has advantages and disadvantages. The advantages are advertisements are good for building customers’ awareness, effective at reaching a wide audience, also repetition of main brand and product positioning helps build customers trust. However, the disadvantages are that advertising is personal so that it cannot answer all customers’ questions, also it is not good at getting customers to make a final purchasing decision.