

# **CHAPTER I**

## **INTRODUCTION**

### **I.1. Background of Study**

Product is a thing which should be sold into a market. “The term product refers to a bundle of attributes, both tangible and intangible, offered by the firm.” (Burnett, 1990:80) In marketing the product, a company needs to communicate the idea that consumers not only want to buy its products, but also the solution for their problems and fulfilling their needs. In selling its product, the company should have some strategies to make good sell, one of them is through promotion. The earlier steps of doing the promotion is by designing the ad, defining the target market, choosing the media such as television, radio, magazine, billboard and internet, etc.

Nowadays there are more and more advertisements that companies use in order to attract the consumers to buy their product. In order to make the advertisements different from one another that is by employing slogan. Slogan is a message in an advertisement to attract the consumers to buy the product. The words is reflects the quality of the product. It usually uses simple and attractive words as they want to make sure the consumers can understand and remember it.

The present writer chooses “Pepsi” as the object of research in the term paper. It is one of the most famous soft drinks in the world and they succeed in

selling their products in lots of countries. This huge, successful company has several slogans during one hundred and six years of their existence. Therefore, the present writer would like to discuss the slogan of this company and its effort to market the products.

### **I.2. Identification of the Problem**

The problem the present writer proposes to analyze is expressed in these questions:

- I. How is it to create an effective slogan?
- II. What is it to be done in order to make the slogan successful in the market?

### **I.3. Objectives and Benefits of the Study**

Objectives of the study:

1. To find out the best way in choosing words in slogan.
2. To find out in what way a slogan may influence the consumers.

Benefits of the study:

1. For the students of Non Degree Programme the Faculty of Letters Maranatha Christian University especially those in English for Business class, the present writer hopes that the study will improve their ability in creating excellent and attractive English slogans in advertisement.
2. For the company and advertisers, slogan is the first thing that the consumers remember from the advertisement. Slogan can make the consumers remember the product and it can raise the sales of the product. Therefore, the present writer hopes this study will give some insights needed to reach these aims.

### **I.4. Concise History of the Company**

Caleb Braham, a young pharmacist from New Bern, North Carolina, begins experimenting with many different soft drink concoctions; patrons and friends sample them at his drugstore soda fountain in 1893. On August 28, 1889, Caleb's formulations known as "Brad's Drink" became "Pepsi-Cola". In 1902, he applies for a trademark with the U.S.A patent office, Washington D.C., and forms the first Pepsi-Cola Company.

Pepsi-Cola's first bottling franchises were established in Charlotte and Durham, North Carolina. Pepsi Cola Company continues to expand; the company's bottling network grows to 40 franchises and now there are ninety four new U.S franchises in 1936.

Pepsi Cola had twice bankrupts in 1923 and 1931. Then the Loft candy company acquires the national Pepsi Cola and commands the reformulation of Pepsi Cola syrup formula. Charles G.Guth, president of Loft, moves the entire Pepsi-Cola operation to Long Island City, New York and set up national territorial boundaries for the Pepsi bottler franchise system. In 1948, corporate headquarters moves from Long Island City, New York to midtown Manhattan, before moving again to Purchase and then to Sowers, NY.

Pepsi cans are first introduced the military to transport soft drink all over the world. Pepsi also promotes their product through advertisement. Pepsi cola also have some flavor beside Pepsi cola. It is Diet Pepsi and Wild Cherry Pepsi.

Pepsi cola acquires Mountain Dew from the Tip Corporation in 1964. Then in 1965 Frito-Lay of Dallas, Texas, and Pepsi Cola merge, forming PepsiCo, Inc. Pepsi cola also acquires Mug Root Beer.

In February of 1996; Pepsi made a history by launching one of the most ambitious entertainment sites on the World Wide Web. Pepsi world eventually surpasses all expectations, and becomes one of the most landed and copied, sites in this new media.

### **I.5. Product of the Company**

Pepsi company has a lot of products, namely Pepsi-Cola, Caffeine Free Pepsi, Diet Pepsi, Caffeine Free Diet Pepsi, Pepsi Twist (regular & diet), Wild Cherry Pepsi, Pepsi Blue, Pepsi ONE, Pepsi Vanilla, Diet Mountain Dew, Mountain Dew Code Red, Diet Mountain Dew Code Red, Mountain Dew LiveWire, Mountain Dew Blueshock, Mountain Dew AMP energy drink, Mug, Sierra Mist (Regular & Diet), Slice, Lipton Brisk (Partnership), Lipton Iced Tea(Partnership), Dole juices and juice drinks (License), FruitWorks juice drinks, Aquafina purified drinking water, Frappuccino ready-to-drink coffee (Partnership),Starbucks DoubleShot (Partnership),SoBe juice drinks, dairy, and teas, Sobe energy drinks (No Fear and Adrenaline Rush) Outside North America,

Furthermore, there are some products of Pepsi outside North America; including, Mirinda, 7UP (International), Pepsi Limón, Kas, Teem, Pepsi Max, Pepsi Light, Manzanita Sol, Paso de los Toros,Fruko, Evervess, Yedigun, Shani, Fiesta ,D&G (License), Mandarin (License) and Radical Fruit.

## **I.6. Limitation of the Study**

The subject that the present writer would like to focus on is the slogan. These study discusses how to create a slogan to represent the product and to make it successful in the market. The company that she employs as the object of the study is Pepsi Company which has 10 slogans since establishes.

## **I.7. Layout of the Term Paper**

This term paper starts with Abstract, a concise summary of the entire paper in Indonesia. This Abstract is followed by Preface, in which the present writer acknowledges the work and contribution of other parties. After that is the table of Contents, followed by its five chapters:

- Chapter I is the Introduction to the analysis
- Chapter II is Theoretical Review contains the library and Internet research
- Chapter III is Performance of The Result contained Method of Data, the Processing of Data and the Presentation of Data
- Chapter IV is the Result and Discussion of the research
- Chapter V is Conclusion and Suggestion contained conclusion, the present writer comments and suggestions.

In the final part, the present writer presents the Bibliography and the Appendices.