

Chapter One

Introduction

1.1 Background of the study

Advertising has an important role in business industry. It can help companies introducing their product to the customer. 'Without advertising process, distributors and sellers can't deliver goods and product to the customer directly '(free translated Jefkins, 1995:1). Advertisement helps a customer to understand product information better. 'Advertisement makes a consumer aware of the new product, informs them about specific brands and educates the consumer about particular product features and benefits' (Shimp, 1999: 219).

Many companies are mobile in food industry because food is primarily needed. Nowadays food industry is growing rapidly especially in Bandung. There are some Television Stations that competes one another to make a program that explores food industry, either modern or traditional.

One of those food is banana flitter 'banana flitter is one of the famous snacks that were eaten in relaxing situation, especially at afternoon' (http://www.pintunet.com/lihat_opini.php?pg=2001/07/31072001/1192).

Banana fritter are eaten by many people. They can be found on the pavement of big streets or five star hotels. Banana flitter are made from banana and mixed with some plovers, and sugar.

One of famous banana fritter sellers in Bandung is Simanalagi. It has been operated since 1948, and it is still making products now. Simanalagi Banana Flitter is available at Dalem Kaum Street no 10, and Pasirkaliki Hyper Square Food Court. One of the factors why Simanalagi still exists now is because the product is made from high quality banana. There is a says that qualified products come together with high price. It happens that the price of Simanalagi Banana Flitter is higher than others.

Every company always tries to maintain their consumer. 'To maintain consumer loyalty, a company should produce continually advertising processes' (free translated Jefkins, 1995:210). There are several kinds of advertising. One of them is print advertising. I choose print advertisement for my project because it has more advantages compared with other kinds of advertisement. 'Print advertisement ... can be produced in various sizes, shapes, and formats' (Belch, 2004: 417). Print advertising also more durable.. 'Newspapers advertising...can be studied at leisure time and kept for future reference' (Hildic, 1969: 42).

I will put my advertisement on Bandung Info Media Advertising Newspaper. Bandung Info Media Advertising Newspaper is a local monthly free newspaper. 'Freely newspaper has their own benefits because they guarantee bigger readers scooping' (free translated Jefkins, 1995: 17).

The other reasons why I chose Bandung Info Media Advertising Newspaper as the media because it covered a specific target market. Based on those explanations, I want to make an innovative advertisement of Simanalagi banana flitter at Bandung Info Media Advertising Newspaper

1.2. Project Identification

I want to make an innovative advertisement of Simanalagi Banana Fritter at Bandung Info Media advertising Newspapers. The purpose of my advertisement is to maintain Simanalagi Banana Flitter consumer. I will put the advertisement at food and beverage section. The size of advertisement is 12 x 16 cm because it the standard advertisement size for food advertisement product at Bandung Info Media Advertising Newspaper. I will use Indonesian language because the target market is Indonesian people who live in Bandung.

I will also use some colorful photographs to make the advertisement more interesting. The photos will be placed at the left side of advertisement. I will put headline and company address at the right side of the advertisement. The slogan and company brand will be placed at the bottom side of advertisement. I will also use light yellow color for the background of advertisement.

1.3. Objectives of the Study

Every copywriter has a goal in making advertisement. My objective in making this advertisement project is to maintain Simanalagi Banana Flitter customer.

1.4. Layout of the Thesis

This thesis starts with the abstract, a concise summary of the entire paper in Indonesian. This abstract is followed by the preface, in which acknowledgements are given to those contributing advises in writing my thesis and being involved in the process. After that is the table of contents and the appendices which is followed by its three chapters:

Chapter I is the introduction to the analysis

Chapter II contains the literary research

Chapter III deals with the performance of the innovative project

In the final part, I present the bibliography alphabetically.