

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Project**

Women are identical with beauty, they concern about their appearance, moreover about their skin face. The following quotation from [http://www.fairQueens.com/free Beauty Tips/mid=1167](http://www.fairQueens.com/free_Beauty_Tips/mid=1167) (10 August 2007) states that 'Every woman wants to be beautiful. The universal concept of beauty is very simple- clear, radiant skin, sparkling eyes, a beautiful smile, healthy hair and a positive attitude towards life'. This condition opens the opportunity for any cosmetic and personal care companies to create a product that can fulfill customers' demand about the whitening formula.

Among cosmetics and personal care company that presently exist, Unilever is one of the companies which offers products for nutrition, hygiene, and personal care with various variants. Unilever produces its product based on their customers' segmentation needs in order to become a successful company; on top of that, to fulfill customers' satisfaction.

To meet the customers' demand about whitening formula, Unilever offers personal care product namely Citra Hazeline White & Natural which contains nature-based ingredients.

Furthermore, Citra's target markets are modern Indonesian women around 15-35 years old. 'The target customers of Citra are 15-35 years old women who want to be modern without leaving the Indonesian social norms' (<http://www.unilever.co.id/personalcare/citra.asp>, 10 November 2006).

Since there are many whitening products in the market, it is compulsory for a product to be recognized by its customers. I notice that advertising can be used by producers as a tool to promote their products. 'Advertisement is the best-known and most widely discussed form of promotion, probably because of its persuasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass customer market' (Belch and Belch, 2000:15). The purpose of the advertising can also be determined by its objectives that are to inform, persuade, remind and strengthen the product brand. 'Advertising objectives can be classified according to whether their aim to inform, persuade, remind, or reinforce' (Kotler, 2003:591). According to the theory by Kotler above, advertising can be used by Citra Hazeline White & Natural to introduce itself as a new new product, on top of that, to remind its customers about the brand.

From various kinds of mass media that can be used in promoting products, magazine is one of the media that can be used by the cosmetic producers to display their advertisement. Since Citra Hazeline determines women as its target markets, women magazines can be used as the media to introduce the new product. Moreover, women magazines can be an effective tool because by reading them, women can receive an entertainment for the benefit of their life. Women can read celebrity information or the information about fashion that can give entertainment for the women itself. 'Women read magazine to escape from the day's hard work and finds ways to improve their own lives'

([http://www.thefword.org.uk/reviews/2001/06/the british woman today a qualitative survey of the images in womens magazines](http://www.thefword.org.uk/reviews/2001/06/the_british_woman_today_a_qualitative_survey_of_the_images_in_womens_magazines), 18 August 2006).

Besides the benefit of sharing the same target market, women magazines also become an appropriate media of the advertisement since it has loyal readers. Consequently, in this opportunity I will use Cosmopolitan magazine as the media to display the new Citra Hazeline White & Natural advertisement.

Cosmopolitan is one of women magazines which targets women of between 18 - 34 years of age belonging to the middle socio-economic class and having middle and higher education. 'Cosmopolitan directs its sales toward the demographic group of eighteen to thirty-four aged, middle class, un-wed, females' (<http://www.amagrea.com/Details/NS-RDHBDEDAXIPC>, 10

November 2006). Cosmopolitan's target markets resemble Citra Hazeline target markets.

Moreover, Cosmopolitan magazine has several benefits as the media to promote the product because 'Cosmopolitan magazine exists not only for entertainment value but to help women understand their body'. (<http://en.wikipedia.org/wiki/cosmopolitan>). Furthermore, 'Cosmopolitan was created to help contemporize women achieve their goals and live fuller, more glamorous lives' (<http://www.magazines.com/ncom/mag?mid=1096>, 27 November 2006).

Based on some considerations above, I decide to make an innovative advertisement to introduce Citra Hazeline White & Natural product in Cosmopolitan Magazine. The similar characteristics of the target market among Citra and Cosmopolitan, and the vast readers of the Cosmopolitan become my consideration to put the advertisement of Citra Hazeline White & Natural there. Consequently, I hope the advertisement of Citra Hazeline White & Natural about in Cosmopolitan can reach the exact target market. Moreover the advertisement will remind Citra's target market about Citra brand.

## **1.2. Project Identification**

In my opinion, Citra needs to promote its product in Cosmopolitan magazine in order to introduce the new product and remind its costumer

about their brands. Consequently, I suggest introducing the new Citra Hazeline White & Natural through an innovative advertisement in Cosmopolitan Magazine. The layout of this advertising is a one page Magazine layout paper. This advertisement will describe the changes of one's skin face colour that would be felt by the customers after using the product which is represented by the model in that advertisement. In addition, to keep Citra brand in costumers' mind, I propose placing the brand as the headline, the name of the product in the subtitle and the explanation about the product in the body copy. I hope the customers will get necessary information about the new product and also its benefits.

### **1.3. Objectives of the Study:**

1. To make an innovative advertisement of the new Citra Hazeline White & Natural in Cosmopolitan Magazine.
2. To remind the customer about Citra brand.

### **1.4. Layout of the Thesis**

The thesis starts with the abstract, a concise summary of the entire paper in Indonesian. This abstract is followed by the Preface, in which acknowledgments are given to those contributing and involved in the work.

After that is the Table of Contents and the appendices, 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.