

CHAPTER I

INTRODUCTION

I.1 Background of the Project

Companies generally want to make their products known and sold in the market. One of the ways to make their products known is through advertising. 'Advertising is a complex business and an ever-changing science.' (www.businessballs.com/market.htm). We need advertising to inform customers about the products and to persuade customers to purchase quickly and also to remind the people where to buy the products (Kotler, 2003: 590). Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important tool, particularly for companies whose products and services are targeted at the mass consumer market (Belch and Belch, 2004: 16).

The purpose of the advertising can also be determined by its objectives to inform, persuade, remind and strengthen the product brand. 'Advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or reinforce' (Kotler, 2003: 591).

According to the theory from Kotler above, in my opinion, advertising can be used by Coca Cola to remind their customers about their product. 'Reminder advertising is important for mature products, like Coca Cola – it keeps consumers thinking about the product' (Kotler, 2003: 591).

I choose Coca Cola as my project because as it is stated, 'No matter where you live, chances are you know Coca Cola. It is the world's most valuable brand'. (<http://www.cocacola.com/corporate/responsibility.com>) Besides, the Coca Cola Company is the world's largest non-alcoholic beverage company. In 2005, Coca Cola was ranked number one worldwide in sales of carbonated soft drink.'

(http://www.cocacola.com/corporate/responsibility_ourbusiness.com) This means that people throughout the world know Coca Cola as a famous product. One of the ways to maintain Coca Cola as a market leader of soft drinks is by making advertising about the product.

Most Coca Cola advertising is shown on the television and I never notice Coca Cola advertising in Indonesian magazines. However, 'magazine is the one of the media that has high quality reproduction, high geographic and demographic selectivity; credibility and prestige.' (Kotler, 2003). These are the reasons why I choose to make printed advertising in magazines.

I am interested to make Coca Cola advertising in printed media, especially magazines, and I decide to put my Coca Cola advertising in a teenagers' magazine, namely HAI, because of the appropriate characteristics between the target market among HAI and Coca Cola.

I.2 Project Identification

I propose to make an advertisement for printed media. The advertisement is about pictures of people who are doing positive activities like studying, playing guitar, and sharing with their friends. To make this advertising become successful, I put the pictures about positive activities and I will put a view of the Coca Cola product to make the customer recognize it more clearly. The length of the advertisement is one A4 magazine layout page.

I.3 Objective of the Project:

In this thesis, I want to create a Coca Cola advertisement in HAI magazine because there has never been a Coca Cola advertisement in an Indonesian magazine before.

I.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 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 alphabetically the Bibliography.

