

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Project

Nowadays, there are many kind of soap that are produced in Indonesia, such as, soap for oily skin, soap for delicate skin and soap for sensitive skin. An article entitled “Beauty Tips” mentions that, “Soap is something that people need for cleaning the bodies” (<http://www.beautytips.co.id>). One of the brands of soap is Claudia. Claudia soap bar is produced by Tempo Nagadi Company in the year of 2007. Claudia soap bar is a brand of beauty soap bar with,

“two in one benefit as a soap and hand body lotion at the value of money. The basic function of soap is to make your skin clean and feel fresh. Claudia soap does not only give the consumers the basic function but also the added benefit of making skin soft and smooth with containing moisturizer. Claudia soap is a high quality soap made from botanical ingredient” (<http://www.thetempogroup.net>).

Furthermore, Claudia soap bar’s target market is Indonesian women from 17 until 55 years old, “Claudia soap is the unique skin lotion based soap for women aged 17 until 55 years old and can make the skin clean, smooth and feel fresh, Claudia’s target market is from middle to low economic class...” (translated, <http://www.thetempogroup.net/pt-filma.asp>).

Since there are many soap bar products that exist in the market, it is a compulsory part to a product to be recognized by the customers. I notice that advertisement can be used to launch new products by producers to promote their product. "Advertising is a powerful and somewhat frustrating marketing tools, it enables us to launch new products and services..." ([http://www.wspromotion.com/advertising\\_decisions.html](http://www.wspromotion.com/advertising_decisions.html)).

The purpose of advertising can be explained to inform, persuade and remind the product brand. "Advertising objectives can be classified according to whether their aims to inform, persuade, remind, or reinforce" (Kotler,2003:591). According to the theory from Kotler, I prefer to inform the advertisement of Claudia Soap bar to introduce their brands.

To make the advertisement effective, the producers have also to choose the media that will be used for introducing their advertisement. From many ways of advertisement, I prefer to use tabloid to place the advertisement of Claudia soap bar. The definition of tabloid is "Tabloid means a smaller half – page size, such as that used by the newspaper / magazine" (Bolen, 1984:282). Therefore many tabloids in Indonesia that can be used to promote the product, but I choose tabloid Nova because it has the same target which is similar for Claudia soap bar "...the target market for tabloid Nova is women of 17 until 55 years old. Tabloid Nova's target market is middle to low economic class" (translated, <http://www.republika.co.id>).

The readers of tabloid Nova are particularly for women and have a great number of readers as follows “...the readers of Tabloid Nova are 2 Million and 65% of the readers are women. The market until today is Jabodetabek including West Java, East Java, Center Java and North Sumatera” (translated, <http://www.republika.co.id>). This tabloid is published every week.

Even Tabloid Nova uses common paper but according to the information, “Tabloid Nova becomes market leader compared with the other tabloids such as Bintang Indonesia, Nyata, Wanita Indonesia, Genie, Mamamia” (translated, <http://www.republika.co.id>).

Moreover Tabloid Nova has several benefits as the media to promote the product because “Tabloid Nova exists not only for entertainment but to help women understand about their life, such as cooking, keeping them selves beautiful and getting healthy tips. (translated, <http://www.tabloidnova.co.id>).

Based on some considerations above, I decided to make an innovative advertisement for new Claudia soap bar in Tabloid Nova because PT Tempo Nagadi has not advertised their product in print ads or television. The similar characteristics of the target market and a great number of readers of Tabloid Nova become my consideration that the advertisement of Claudia soap bar can achieve the best publication among the readers. I believe the advertisement of Claudia soap bar can reach the target market.

## 1.2 Project Identification

I choose to make an innovative advertisement in Tabloid Nova for Claudia soap bar. The language used for the advertisement in this tabloid will be Indonesian because the target market is middle to low economic class where Indonesian language is so common, and I believe that the information of the product can be easy to read and understandable. I propose to put this advertisement on the right page of the tabloid. This advertisement will be show by a female model. In addition, I will put the brand as the headline, the slogan above the product, and the explanation about the product in the body copy. The last part will be taken by the company's logo in the right hand corner.

## 1.3. Objectives of the Study.

- To introduce an innovative advertisement of Claudia Soap Bar in Tabloid Nova.

#### 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 acknowledgements are given to those contributing and being 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.