

CHAPTER I

INTRODUCTION

1.1 Background of the Project

The main purpose of a company is increasing profit. A way to increase profit is by creating competitive advantage with the purpose of knowing the way to reach large market. It is a task of marketing department which focuses on creating, promoting and delivering goods and services to consumer and business. In other words, it focuses on developing and sustaining relationship with the customers.

One of marketing strategies to develop and sustain relationship with the consumers is promotional mix strategy. Its purpose is to get the intangible value proposition. The intangible value proposition offered is brand. The process to communicate the intangible value proposition is known as Integrated Marketing Communication (IMC), which involves advertising as one of the tools.

Advertising is a non personal marketing communication tool used by an identified company to deliver information about products, services, or ideas to a targeted audience. It gives contribution in building awareness to

the target market. One of advertising media is TV commercial, an advertising medium that builds coverage and cost effectiveness. As advertising is important in building awareness of a product, I am interested in innovating the product through a different advertisement for Teh Botol Sosro.

Before making the different advertisement, I collected some data by conducting primary research and by reading references for acquiring secondary data. For primary data, I interviewed 7 (seven) respondents by using camcorder and distributing questionnaires to 15 (fifteen) respondents. Besides, I interviewed Balinese people to gain data about Australian people in Bali. Then, secondary data are obtained by reading literatures from text book and browsing internet.

In making the different advertisement the first step I take is choosing a target market. As it is known by public, the product has a strong brand power and has become the top of consumer mindshare in Indonesia. It challenges me to do innovation on the product's advertisement with the purpose of building awareness for another target market. Australian people have been chosen to be the target market in this innovation project. The choice is based on the fact that Australian government has announced a travel warning to Bali. As stated by Santosa (2006), there are many tragedies in Bali and Australian government announces the travel warning to visit Indonesia and it causes the number of Australian tourists to decrease. Besides, based on my survey, Suadika (2006) states that due to the travel warning, there is a decrease in the number of Australian tourists who come to Bali. It is also said

by Kertajaya (2005) that Australia is noticed as the top 5 of the number of tourists who come to Bali. Thus, the facts challenge me to do this project. Through television commercial of *Teh Boto! Sosro*, I want to build awareness in Australian target market about the functional benefit of the product not only for expansion purposes and getting a large market for the company, but also for helping Bali to recover and thus building foreigners' trust to come to Bali. Indirectly, it will increase Indonesian foreign exchange.

As the second step, the different advertisement in this thesis is done by using dramatization as an advertisement appeal (humor and culture). As it is known by public, most of *Teh Boto! Sosro's* TV commercials are always connected with food. In this project, I will innovate the product advertisement by combining stimulus of Balinese culture as the setting of place and humor which can be accepted in Australia. I choose Balinese culture because foreign people know Bali better than Indonesia.(Kertajaya, 2005). Besides, I choose loveable fool humor because Australian people can easily remember the message (www.austalianhumour.htm).

1. 2. Project Identification

In this thesis, I want to make innovation project, that is, a TV commercial of *Teh Boto! Sosro*. I choose Bali as the setting of the observation. I intend to reach Australian target market, because based on my survey, Australian tourist are not aware of *Teh Boto! Sosro* although they drink it in Bali (see Table 1.1).

Table 1.1. Awareness Level of Teh Botol Sosro

Awareness level of Teh Botol Sosro	Range Viewers in %
Yes	18.2%
NO	50%
No answer	31.8%

Source : process data (2006)

The value offered is functional benefit as beverage in a bottle package and for handling thirst. Besides, I will give emotional appeal by combining stimulus of culture and humor as a dramatization of the advertisement that will be made. The culture used is Balinese culture and humor the used is a loveable fool.

I.3 Objective of the Project

By doing this project, I want to build awareness for *Teh Botol Sosro* with the purpose of reaching Australian target market in order that the company will be able to build a large market profitably.

I.4. Layout of the Paper

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This abstract is followed by the Preface, in which my acknowledgments are given to those who contribute and are involved in the work. After that is the Table of Contents, followed by its three chapters:

Chapter I is the introduction to the project

Chapter II is the justification of the project

Chapter III deals with the performance of the innovative project.

In the final part, I present the Bibliography and the appendix.