

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Marketing department has a vital function in a company because it is a bridge between company and customer. It helps the company to make an offer of the product to the customer. One of the marketing department's tasks is identifying the target market in order to understand and fulfill the needs and wants of the customers. By identifying the needs of the target market, the company can focus more on satisfying the target market.

Customers' satisfaction can be created by delivering intangible value proposition (brand image) to the target market. By delivering its brand image the company has to deliver a promise about the total experience customers can expect from its brand. One way to do this is by using Integrated Marketing Communication (IMC), through advertising. This is because IMC focuses on the process of communication between the company and the target market about the company's values offered to the target market. One of the advertising media is printed advertisement, which can be delivered through different media, such as the magazines. Printed advertisement is important to communicate the brand image of the

product. This also applies to printed advertisements in magazine, which have more specific and selected readers as the target market.

In addition, magazine has a number of strengths, such as creative flexibility, permanence, readers' high receptivity and involvement (Belch and Belch, 1999: 382). Magazines have creative flexibility, because the price of the advertisement in a magazine is not very expensive than other media, such as TV. Therefore, it will be cheaper to create different design for the printed advertisement. Magazines also have permanent readers, who are loyal with one magazine and keep it for a long time. Moreover, magazine readers have high receptivity and involvement. Therefore, readers who are attracted to the magazine will be active to be involved in the process to respond the magazine by buying it.

From the above explanation, I am interested in making an innovative printed advertisement for Borobudur sweet soy sauce in the cooking magazines. The product has existed since 1936, but the company has not advertised its product in the magazines. I choose the particular product because the company is eager to innovate their marketing strategies. One of these strategies is through making a printed advertisement. Therefore, I am interested in helping the company to make a printed advertisement in the cooking magazines with innovative color and headline techniques. This combination is expected to stimulate readers to read the advertisement. As the result, I use the appropriate theories for the purpose.

I also have made a communication with Merak company staff. His name is Eko Purwanto as an internal audit. I made the communication in his office on 14th April 2006. I also asked him some questions about when the company was build, who is the company target market, how many kinds of product the company have and what kind of promotion the company has. From the informal interview I found out that Merak does not have any advertisement in the magazines.

Another reason for the project is because I think Borobudur sweet soy sauce is a local brand with potentials to be promoted abroad especially in Singapore since in Singapore the printed advertisement has the largest portion of any kind of advertisement in the country (Irawan, 2006:78, free translation). This is because Singaporeans mostly like to read. So, I think it is very effective to make Borobudur sweet soy sauce printed advertisement in Singapore.

In gathering the data for my innovative project, I collect the information from the literature. I used book on marketing, magazine, on-line sources (internet).

1.2 Project Identification

I am interested to make an innovation in non-personal communication strategy to the product of Borobudur sweet soy sauce for Singaporeans, especially housewives and chefs or cooks through the cooking magazines.

The innovation in promoting Borobudur sweet soy sauce through printed advertisement is in the combination of color and headline. The headline printed will be “Something’s missing?” and the combination colors of yellow as background, brown for subhead, red as headline, and black for body copy. Finally, the innovation is aimed to extend the target market to the people of Singapore.

1.3 Objectives of the Project

1. To create an innovative printed advertisement design for Borobudur sweet soy sauce by using combination of color and headline.
2. To use innovative ways in advertisement in supporting brand awareness of the product to Singaporean target market.

1.4 Layout of the Thesis

I start this thesis with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of people involved in the project. After that I will present the Table of Contents and the Appendices, followed by its three chapters:

Chapter I is the introduction to the analysis

Chapter II contains the justification of the project

Chapter III deals with the performance of the innovative project

In the final part, I present alphabetically the Bibliography.