

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Project

Generally advertising can be used for many purposes including establishing awareness, providing information for one's knowledge and creating brand loyalty. It can communicate a positioning and even promote new uses of product and services. Advertising understands and thinks about the customer's needs. Advertising can create and place advertisements in a variety of media, including newspapers, television, direct mail, radio and magazines.

Magazines are considered as a mass media. Magazines are an important part of our lives. For many years magazines are the only major medium available to advertisers. Magazines are typically more effective at building the readers imaginary. There is a magazine designed to appeal to nearly every type of consumer in terms of demographics, lifestyle, activities, interests, or fascination. Many people read a number of different magazines each week or

month to become better informed or simply entertained. Printed advertisement in a magazine are powerful branding tool that helps position the product in the market and I found that advertising in magazines is a lot more effective. The printed advertisements in magazines are a source of entertainment, motivation, fascination, fantasy, and sometimes irritative as well as informative. Magazine advertisements deliver a message that sticks in the readers mind.

I want to promote Batik Danar Hadi Solo with the purpose of making printed advertisement in magazine by using a western celebrity endorser to reach American target market. Batik Danar Hadi is generally thought as hand-drawn designs in Indonesian textile. I want to introduce the Indonesian traditional custom to the American consumers because Batik Danar Hadi has never been promoted in the printed advertisement especially in the Vogue magazine and American has been the biggest importer of Batik Danar Hadi's products. ([www.danarhadi.com](http://www.danarhadi.com)). American people are interested with the Asian craft especially Batik ethnic. Moreover, Batik is accepted in the fashion world for its beautiful design. It is proved by the high demand for Indonesian Batik that reaches 46.7 million dollar during a year. ([www.indonesia-mrs.com/wta/wta2002/juni02.pdf](http://www.indonesia-mrs.com/wta/wta2002/juni02.pdf))

## **1.2. Project Identification**

In this thesis, I want to introduce Batik Danar Hadi Solo in America by using printed advertisement in the magazine. Batik Danar Hadi is one of

Indonesian popular hand-drawn designs. Dinar Hadi Batik collection is one of the most complete batik even from the oldest trace of crafts ([www.bali-journey.com/hotels/yogyakarta\\_hotels/index.htm](http://www.bali-journey.com/hotels/yogyakarta_hotels/index.htm)) this product already has a brand image in the consumer's minds. Many consumers seem to have a need for uniqueness. By using a western celebrity it can attract consumers to choose Batik as their favorite textile. Celebrity as endorsers can bring the brand more recognized to the costumers. ([www.epubl.ltu.se/1404-5508/2004/193/LTU-SHU-EX-04193-SE](http://www.epubl.ltu.se/1404-5508/2004/193/LTU-SHU-EX-04193-SE)). The general belief among advertisers is that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities. ([www.sbaer.uca.edu/research/sma/2001/04.pdf](http://www.sbaer.uca.edu/research/sma/2001/04.pdf))

A popular advertising strategy for moving cultural meanings into products and brands is to have models or celebrities endorse the product. In the printed advertisement I will use Catherine Zeta Jones as the celebrity endorser. She will wear a beautiful flower motif design. I also put a logo, headline, subhead, body copy, and baseline in the printed advertisement to complete the printed ad. I use brown colour and a cultural effect by giving a motif batik background to the printed ad in magazine.

### **I.3 Objective of the Project**

To introduce Indonesian traditional Batik in the aim of attracting the American readers magazine

#### **I.4. Layout of the Paper**

I started the final project with the abstract that consists of the resume of the advertising. This abstract is followed by the preface. After that is the table of content, followed by its three chapters:

Chapter I is the introduction to the project

Chapter II justification of the project

Chapter III contains the project realization

In the final session, I present successively the bibliography and the appendices.