

CHAPTER I

INTRODUCTION

I.1 Background of the project

Nowadays, advertising plays a major role in businesses and industries. It becomes a useful marketing and communication tool used to carry information about products or services. Through advertising, people are made aware of the availability of the products and of the unique features of each brand. It presents a message with the purposes of campaigning the brand, the product or services, the packaging, and also the benefits to the customers. I propose to state basic view on advertising that 'advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor' (Kotler, 2003:590).

There are several kinds of advertising that can be employed by companies to promote their products or services. Arens states that advertising media is classified into six major categories; namely, printed, electronic, digital interactive, out-of-home, direct mail, and other medium. The most common one, printed media, refers to any commercially published, printed medium and other media (1999:18). The term printed

media refers to any commercially published, printed medium such as magazines that provides advertising space to a variety of advertisers. Many people promote their products or services through this type of advertising as it is considered to be one of the most effective printing media to promote the products or services. According to Stanton, Etzel, and Walker:

Magazines are the medium when high-quality printing and colour are desired in an ad. Magazine can reach a national market at a relatively low cost per reader. Through special interest or regional editions of general-interest-magazines, an advertiser can reach a selected audience with a minimum of wasted circulation. (1994: 513)

There are several companies using magazines as a medium to communicate their products or services to the customers, including cosmetics, automobile, computers, insurance, and food. Since the printed advertisement of food product in magazines can influence the reader to purchase the product, I would like to create a printed advertisement of Indomie instant noodles in magazines.

Indomie has become a major instant noodles brand and is pictured to have dominated the market share of instant noodles in Indonesia (<http://www.suaramerdeka.com/harian/0502/15/nas19.htm>). It has been promoted by a few kinds of advertisements such as television and magazines in Indonesia. Although low percentage of Indomie instant noodles is exported to foreign countries, especially Australia, it has never been advertised in Australian magazines (<http://www.indofood.co.id>).

Accordingly, I intend to create the printed advertisement of Indomie instant noodles in an Australian magazine with the purposes of making the product gain awareness and interest of Australian target market. Based on research, Australians are among the heaviest magazines readers. During the year of 1998, Australians had spent \$795 million on magazines. There are more than 88% of Australians aged more than fourteen reading magazines regularly (<http://www.businessandlaw.vu.edu.au/cpoint/bho2250/Mags/magsalpha.htm>). Therefore, in order to create a strong brand image of Indomie instant noodles in Australia, it is crucial to selectively and creatively choose the language, colours, pictures, and headline of the magazine advertisement.

I.2 Project Identification

I intend to design a new printed advertisement of Indomie that focuses on the colour, picture and headline. First of all, I put the logo of Indomie on the top left corner and then I make use of a package of Indomie instant noodle picture, a chicken-shaped stopwatch which showed 2 minutes' time and a dish of cooked noodles in the center. It is supported by the headline "It takes only 2 minutes" and a subheadline "to get the greatest taste of noodles". Secondly, I choose orange as the dominant colour of this printed advertisement, while the colour of the headline, subheadline, and slogan is black.

Thirdly, I utilize the slogan of Indomie that is "great taste...anytime", and also put the pictures of various packages of Indomie instant noodles

in the bottom part as the baseline of the printed advertisement. Last of all, I would like to inform and promote the product to Australians through a magazine; namely, *Australian Gourmet Traveller*.

I.3 Objectives of the project

1. To create awareness of the Australian readers through the printed advertisement in magazine.
2. To develop the brand identity of the product.
3. To reach Australian target market.

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 who contributing and involved in the work. After that is the Table of Contents, 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.