

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Business competition in Indonesia nowadays becomes more and more emanating. Many people develop their enterprises to sell their products in order to gain high profit. The increasing number of product varieties puts companies in tighter competition. For the same line of product, there are many brands available to meet the needs of consumers from all classes.

One strategy to win the competition is to make innovations in the area of advertisement. Advertisement is crucial, not only to make a product known but also to remind consumers of its excellence. We can find advertisement everywhere, from the mass media, flyers in indoor and outdoor spaces or building or even in the restrooms. Therefore, a company needs to be innovative for it to survive the competition. Bad advertisement, in a company can make the company unable to reach consumers attention. Some business owners may think that because they manufacture their product in home-industry scale. They can just sell their products door-to-door and do not have

to think much about advertising. However, in recent economic situation such approach is no longer sufficient.

Advertisers may also use billboards to advertise their products on outdoor spaces, such as posters or banners. Within indoor spaces they use magazine. Television and radio as mass media are also used. In addition, flyers are also used because they can be distributed to everyone who is passing by. They need to actively advertise their products through innovative ways in order to let more people know about their products. They can also make sure that their old consumers are going to be loyal to their products.

Yulianna Powder takes the lower class as their target market, not like Cussons and Cuddle who target the middle class people or buyers. Yulianna Powder is an old product with new owners. Some people have known Yulianna Powder and forget it, some people still remember, and many others have not known about this product.

Yulianna Powder is a product from Tanur Jaya Company, which is established in Tasikmalaya. Actually Tanur Jaya company was established in 1986 on R.E Martadinata street. Yulianna powder was having a significant number of consumers from 1986 to 1992; but then there was a mistake on the marketing department and Tanur Jaya company suffered too much losses which made it bankrupt. By that time, Yulianna Powder disappeared from the market until late 2005. In the late 2005, two young businessmen bought the license of the name and revived Yulianna Powder. By early 2006, Yulianna Powder has come back to the market.

However, because people did not hear the name of Yulianna Powder for more than ten years, many people forget about it. Now, the two young businessmen are going to expand their product to the lower class market. With the same formula and brand, they hope the market could accept this product warmly.

I am interested in making an advertisement for Yulianna Powder because I want to push Yulianna Powder into competing with the other powder brands on the same class and into regaining its success not only in Tasikmalaya and Bandung, but also in other cities.

1.2 Project Identification

I will make an innovative flyer's design for Yulianna Powder. The flyers are targeted to be distributed to the target consumers in many cities in Indonesia. The language used for the flyer will be Indonesian, because the people who are expected to read the flyers are people with minimum English. There will be some changes in the layout, especially I will decrease the size of the picture in order to add some words. On the bottom side of the advertisement, I want to add background colour in order to make the words readable to people.

1.3 Objectives

1. To make an innovative flyer's design for Yulianna Powder

2. To design the flyer in order to create brand awareness of Yulianna Powder

1.4 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 people who are contributing and involved in the work. After that is the Table of Contents and Appendices, followed by the three chapters :

Chapter I is the introduction to the analysis

Chapter II contains the justification the project

Chapter III deals with the performance of the innovative project

In the final part, I present alphabetically the Bibliography.