

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Advertising nowadays has become the most significant aspect in promoting a product or service. There are many media advertising, which always improve as time goes by and also because of the dynamic needs of the community, such as: the change of the technology, market's demands, and consumers' behaviors. The media of advertising include: printed media (magazines, newspapers), outdoor advertising (billboard, banner, and neon box), interactive media such as internet, and electronic media (television and radio).

From these kinds of media advertising, billboard is considered to be effective. The statement is supported by the following quotation from a website on billboards: "...one of the most effective advertising is through an outdoor advertising, such as; billboards..."

(www.questia.com/library/communication/billboard-advertising)

The fact that billboard is always located on the main streets or popular venues, makes billboard effective because of its ability to reach great target audiences. The target audience is the people who see the advertisement. The above opinion is also in accordance with the quotation from another website which indicates that billboard is seen by lot of people "...thousands of people per day may be exposed to your message..." (www.goboards.com).

It is expected that the great target audiences will lead to the greater target markets reached. Target market is people who make action and buy the product offered by the advertisements. From www.goboards.com, it also states that "...billboard can reach a greater target market than other kind of advertisements." The previous statement leads me to a conclusion that billboard is a good way to advertise.

In this paper I choose to analyze more about billboard, because it seems that people nowadays begin to forget the effectiveness of this kind of advertising. Having done a research in ICM advertising company, I got information that marketing people nowadays choose other advertising media, such as: TV, internet and radio to promote their products. The concerned matter is because of there is less variation of the billboard advertisement, for the example: the shape of the billboard is mostly in rectangle shaped with two dimensions picture. This kind of billboard has no uniqueness and it usually fails to attract the target audiences. The condition encourages me to make an innovative billboard by implementing some creative ideas.

Departing from the situation mentioned above, I choose to make a billboard advertisement draft of the fresh milk product from PT. Frisian Flag, Indonesia. My project is to make an innovative and unique billboard focusing on the billboard's shape and the picture. I choose fresh milk product because I want to encourage all Indonesian people to drink milk from their early childhood.

The writing of this thesis is considered as an innovative project since I put my original and innovative ideas in this project. This thesis is also supported by presenting theories on billboard advertising.

1.2 Project Identification

As stated previously, the aim of this writing is to make a unique billboard advertising draft for PT. Frisian Flag, Indonesia. The billboard will be used to promote fresh milk product from PT. Frisian Flag, Indonesia. The target markets are all Indonesian moms. This unique billboard will focus on its innovative shape and picture.

Oxford: Advanced Learner's Dictionary (2000) defines innovation as the introduction of new things, ideas or ways of doing something. In relation to the term 'innovative' which I will use through out the writing of the thesis it will refer to the new shape of billboard. My innovative idea will focus on the billboard's shape where it will follow the picture shown on the billboard. For example: if the picture of the billboard is an apple, then the billboard's shape

would be like an apple. I want to make an eye-catching and unique billboard not only because of its picture and content, but also from its shape.

The picture itself will be creatively arranged so that it can show the message visually. To attract the audiences I will use a picture of a 5 years old girl holding a trophy in her left hand and a product of Frisian Milk in her right hand. This girl will represent a smart kid, who is a winner and holding her gold trophy. I believe this picture will emotionally attract the target market, which mostly is a mom. It is expected that by looking on the picture, mothers will remember their children and the need to keep them healthy and smart. In order to do so mothers will buy milk for them. I will also put the Frisian Milk picture on the billboard to give information to the audiences.

The message printed on the board will be of my original thought. The message will be in English Language that is commonly used or heard by the people. I choose English due to the fact that English is the international language. The use of English Language will also help to sell the product worldwide.

I will do library and internet research to gather data about billboard advertising. I also will do a small research in an advertising company. These methods will support this thesis theoretically.

This project will be supported by practical theories on billboard. In doing the project I will apply some of the theories on the size and message of a billboard.

1.3 Objectives

These are the final outcomes of this project that I would like to attain at the end of the project:

1. For me, this study will help me to gain more knowledge about advertising. The knowledge will be beneficial for my future dream job, which is to be a creative staff of an advertising department of one of the best television stations.
2. For the Frisian Company, to make an innovative, unique billboard advertisement to improve its promotion. For the community, to serve a unique, innovative billboard advertisement.
3. For the readers, to serve an educational writing about billboard advertising by providing theories and practical matters on making a good billboard.

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