

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Project

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Ads can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people' (Kotler, 2000:658).

An advertisement is the way of communication which gives information to public about products, services, ideas, etc and it can be promoted through variety of media, such as TV, radio station, internet, billboard, magazine, newspaper, brochure, etc.

I will make the print ads through magazines because according to William Wells - John Burnett - Sandra Moriarty in their book *Advertising Principles and Practice 3<sup>rd</sup> Edition* 'Magazines have the longest life span of all the media' and also, 'Magazines offer excellent reproduction of quality visual images such as color photographs' (1995:353). Their statements are similar to Wikipedia Website that 'It (magazine) also requires durability and longevity because the magazine will be read again and again' ([http://en.wikipedia.org/wiki/Substrate printing](http://en.wikipedia.org/wiki/Substrate_printing)).

The other reason why I use magazines is that they have grown rapidly to serve educational, informational, and entertainment needs of wide range of readers in both the consumer and business market, because of that magazines are the specialized of all advertising media (Belch, George A & Michael A, 2001:397).

I realize that Pantene shampoo has owned brand power and shown several advertisements on television or in the magazines which use women who have long and beautiful hair as the models, so that through this thesis I just want to emphasize that Pantene shampoo can be used by everybody, both men and women, although this product is not very good or very suitable for kids.

In this project I choose the title “A new advertisement of Pantene Shampoo by using male as a model in Men’s Health magazine” because I know that Procter & Gamble Company usually uses women in TV commercial and print ads in magazines to introduce the products (the information from Amelia Hadiwidjaja, Manager Market Analyst P&G Company Indonesia). Therefore, Pantene Shampoo has created the image that the product is only for women. In fact, that is not true, because a lot of men use Pantene Shampoo too. That is proved after I have interviewed 30 males, and 20 males of them are using Pantene shampoo, although they use different kinds of Pantene, like Pantene Anti-dandruff, Pantene Hair Fall Control Shampoo, Pantene Sheer Volume Shampoo, and Pantene Lively Clean. The reason why I choose 30 people as interviewee because according to DR. Suharsimi Arikunto in her book entitled

*Manajemen Penelitian* that ‘... thirty researched subject is a limitation between small sample and large sample’ (1990:124), and also ‘in the other hand, if the researcher using interview, the respondents who has taken cannot be too many ....’ (1990:125).

Through this thesis, I am able to make a new creative advertising of Pantene Shampoo by using male as a model in Men’s Health magazine in order to introduce that Shampoo Pantene is presented with a new image. It is not only used by women but also by men.

## **1.2. Project Identification**

I choose an innovative project in making a new effective advertising of Pantene shampoo for the purpose of changing the image of the consumers, especially men. Pantene shampoo is not only for women. According to Terence A. Shimp ‘Effective advertising is usually *creative*. That is, it differentiates itself from the mass of mediocre advertisements; it is somehow different and out of the ordinary’ (1997:251). Therefore, I will focus on the picture and headline, because they are parts of the advertising to influence and attract people’s attention, especially males. This make the product stick in their mind until they use the product. I agree with Steven Lorin McNamara’s statement that ‘For print ads, a concept is the headline and main visual, usually a photograph or illustration. And that’s what you want to scribble down on paper just the main idea of the ad, the headline and picture’ (<http://www.adcracker.com/basic/7-0-4.htm>).

In this project, I will make an advertisement by using male as a model in Men's Health magazine with English language; and the target market is men in Indonesia including teenagers and adults. The reason why I choose Indonesia and Men's Health magazine to publish the advertisement is that Pantene shampoo has existed in Indonesian market. The public know what Pantene is and beside that Men's Health is also one of the male magazines which is published in Indonesia and from the result of interview with some magazine distributors that there are quite many men buy Men's Health magazine. The other reason why I choose Men's Health magazine because they are not only becoming one out of the Top 50 magazines in big circulation, but it is also one of men's lifestyle magazines that offers information for men who want to look good, feel great, of which the target market is male. (<http://www.magazines.com/>)

The advertisement of Pantene shampoo is approximately full-page ads in art paper. I use full page ads because 'Studies have found that full-page ads generated 36 percent more readership than half-page ads' (George E. Belch & Michael A. Belch, 2001:413).

### **1.3.Objectives**

1. To introduce new image of Pantene shampoo that it is not only used by women but also men.
2. To get customer's attention, especially men, through print ads in a magazine that uses male as a model

3. To create new advertising with colorful picture and creative words of headline to attract customer's attention, especially men, until they use the product.

#### **1.4. Lay Out the Thesis**

The thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which my 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.