

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the project**

Nowadays, most people watch television every day because it offers interesting programs. Between the programs showed, there are some advertisements as the interlude, which give some information about a product. 'Advertising is a paid media used by a seller to inform the persuasive information about a product (idea, goods or service) or the organization as a promotion tool' (translated from Suyanto, 2005:3). An interesting and creative advertisement will get the expected result from the target audience, they will be influenced to try and buy the product advertised.

On the internet, I find out that there are three generic objectives of advertisement, which are to 'communicate information about a particular product; service; or brand, persuade people to buy the product, and keep the organization in the public eyes' (<http://www.en.wikipedia.org/wiki/Advertising>). Each advertisement must have these three generic objectives above because they affect not only the advertisement itself but also the consumers.

There are many kinds of media of advertisement; one of them is TV commercial. In this term paper, I choose TV commercial as my project because I realize that 'Television is an excellent medium for demonstrating a product or service because it has numerous advantages over the other media, including creativity and impact, coverage and most effectiveness, captivity and attention, selectivity and flexibility.' (Belch, George & Michael A. Belch, 2001:355) I want to take the maximum advantage of television as the most effective media for advertising.

In making Toblerone TV commercial, I choose young adults from middle-up class as the target market, because the price of Toblerone is quite expensive and based on my interview result, most young adults like to buy Toblerone. From my interview result, I find out that although Toblerone has a quite expensive price it has good quality and good taste. It is the reason why young adults like Toblerone.

I choose Toblerone chocolate as the object of this TV commercial. Because based on my research and the result of my interview, TV commercial of Toblerone chocolate has not been seen for a long time in Indonesia and there are only a few people who know about this commercial. That is why I would like to make a new TV commercial for Toblerone Chocolate to remind the young adults in Indonesia as the target market.

In writing this thesis and getting the information needed, I browse the internet, look up the theories in the reference books and do small research by interviewing teen-agers and young adults who come from

middle-class and middle-up class. As the realization of the project, I will make the TV commercial of Toblerone Chocolate.

## **1.2 Project Identification**

Because the price and the production of a TV commercial is expensive, I will make a TV commercial of Toblerone Chocolate which will only take 60 seconds and I will divide it into two (2) series. The setting will take place in Bandung. In this TV commercial, there is a jingle and a slogan for the product. This TV commercial will use the humor approach. The main characters are a girl and two boys; both boys are gay. The story begins with a girl who is sitting in a park. She has two bars of Toblerone chocolate. She is reading a book and eating Toblerone chocolate. At the same time, there is a boy who is walking in the park and talking on the mobile phone. While he is walking, he looks at the girl's Toblerone chocolate, at that moment he ends his conversation and looks at the girl and smiles. The girl smiles at him and he goes and sits next to the girl. The girl offers him her Toblerone chocolate and he accepts and eats it. Meanwhile, there is another boy who is playing skateboard in the park and suddenly he falls down. The boy sitting next to the girl helps him. Afterward, he offers him the Toblerone chocolate and they all sit together. At the end, there is a picture of Toblerone Chocolate and the slogan.

## **1.3 Objectives**

The objectives that I want to reach as the goals in this thesis are:

1. To remind people, especially young adults from the middle-up class in Indonesia as the target market about Toblerone Chocolate by using TV commercial.
2. To deliver the message of my TV commercial of Toblerone Chocolate to the people, especially young adults from the middle-up class in Indonesia.
3. To apply the Advertising subject given in English for Business Professionals programme.

#### **1.4 Layout of the Thesis**

This thesis starts with the Abstract, the Declaration of Originality, the Preface, followed by the Table of Contents. In Chapter One, I present the Introduction, which contains the Background of the Project, Project identification, Objectives and Layout of the thesis. Chapter Two contains Justification of The Project. In Chapter Three, I present the Project Realization. Finally, I end my thesis with the Bibliography and List of Appendice.