

CHAPTER I

INTRODUCTION

I.1. Background of the Project

‘Advertising is a complex business and an ever-changing science.’ (www.businessballs.com/market.htm). As many new products and brands are manufactured, advertising is needed more to persuade customers, give information, remind customers and gain economic purpose. (Magdalena, 2006). New ideas in advertising are incredibly of great importance and value. The ways and media of advertising also hold crucial factors of succeeding the advertising purposes.

‘Advertorial article is one form of advertisement which has value for the reader yet allows the advertiser to promote business at the same time.’ (www.workinfo.com/newsletter/advertorial.htm). This kind of advertisement has been proved to be effective and therefore it is getting more popular nowadays ‘It’s stunning sometimes how far article marketing has come over the last few years as an effective means of promoting business through educational articles’ (www.articlewritingtips.com).

Advertorial article is published mostly in magazines. Its mission to give beneficial contents for the readers can improve the readers’ life

quality. When a company wants to sell a product with women as its target market, advertorial article is an advantageous tool because women do read magazines for the benefit of their life, and advertorial article provides it 'Women read magazines to escape from the day's hard work and find ways to improve their own lives.' (http://www.thefword.org.uk/reviews/2001/06/the_british_woman_today_a_qualitative_survey_of_the_images_in_womens_magazines)

Tropicana Slim Hi Lo (High Calcium Low Fat) is the first milk in Indonesia that contains *Glucosamine* and *Chondroitin*. *Glucosamine* and *Chondroitin* are important elements to strengthen the joints and prevent joint troubles. This added value of *Tropicana Slim Hi Lo* needs to be informed to women as the target market because not many of them are aware of this fact. Advertorial article is considered effective to build women's awareness since it offers information to get healthier life.

I propose to make an advertorial article of *Tropicana Slim Hi Lo* in *Cosmopolitan Magazine* for the reason that 'Cosmopolitan is the largest selling young women's magazine in the world' (<http://www.magmall.com/prod-csm01r.htm>). Another reason is that the value of *Cosmopolitan magazine* is suitable with the purpose of this advertorial article 'Cosmopolitan Magazine is there not only for entertainment value but to help women understand their bodies and even recognize possible health problems and it does promote good mental and physical health.' (<http://en.wikipedia.org/wiki/cosmopolitan>)

The advertorial article will support the product marketing by performing its quality to compete other brands. The technique of communication used will combine the informative technique and persuasive technique. The method of persuasive technique is pay off idea technique, which is giving the reward of healthy body from using the product. The strategy will stress on the fact that the product is what women need for the benefit of their better physical condition.

I.2. Identification of the Project

I propose to make an advertorial article on *Tropicana Slim Hi Lo* in Cosmopolitan Magazine. The article is about practical tips to overcome depression and how *Glucosamine* and *Chondroitin* can help protect the body when depression occurs. The length of the article is 1 (one) A4 magazine layout page.

I.3. Objectives of the Study:

1. To make an advertorial article on *Tropicana Slim Hi Lo*.
2. To put into practice the theories given in Communicative Writing subject given in English for Business Professionals Programme.

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 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 the Bibliography alphabetically.