

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In this era, the competition among companies that sell goods and services becomes higher and higher. This condition has caused the companies to look for a way to retain the company's life. To retain their lives, the companies should increase their sales because the sales are the only way to increase the profit, which can be used to pay their costs, such as their employees' wages, operational cost, taxes to government, and promotion costs.

One way that can be done by the companies to increase the sales is to make the customers always remember the brand of the product in their minds. A particular brand can influence customers to buy the products. A tool that can be used to set up the brand image in customers' mind is advertisement. A common media, which is used to advertise products in Indonesia, is television. Television is chosen because television has become a common thing for Indonesian people, which is used for entertaining, educating, and giving information to them.

Advertising in television can give big influence to the brand image because the audio and visual performance on television can influence people's perception about the brand image of a particular product. A good advertisement can build a

good brand image in customers' mind while a bad advertisement can build a bad one.

One of the products that has altered its television advertisement is *Wafer Tango*. Formerly, *Wafer Tango* used children as models in their advertisement, which is known with slogan “*Berapa lapis? Ratusan...*” Now, *Wafer Tango* uses continuous story in their advertisement, but they change the language from Indonesian into English. The new advertisement tells about a group of mafia who looks for a secret of *Wafer Tango*'s recipe. They do anything they can do to get the secret, such as bribing an employee who works at *Wafer Tango*'s plant in order to know the process of making the wafer. When one member of the gang is about to reveal the secret information about the flavor of *Wafer Tango* to the boss, there are children passing while mentioning the various flavors of *Wafer Tango*, which shows that the information they are looking for is no longer a secret.

From the advertisement's changing both in language and in story, I want to know whether it changes customers' perception of *Wafer Tango*'s brand or not. Related to the problem mentioned, I am interested in doing a study, which is titled *The Effect of English Usage in Wafer Tango's Television Advertisements towards Wafer Tango's Brand Image*.

1.2 Identification of the Problem

From the Background of the Study above, I can identify some problems to discuss:

1. What is the customers' perception of *Wafer Tango*'s television advertisement in Indonesian towards *Wafer Tango*'s brand image?

2. What is the customers' perception of *Wafer Tango*'s television advertisement in English towards *Wafer Tango*'s brand image?
3. Which one is better in influencing *Wafer Tango*'s brand image in customers' mind, the Indonesian version or English version?

1.3 Objectives of the Study

Related to the problems, the objectives of this study are:

1. To find out the customers' perception of *Wafer Tango*'s television advertisement in Indonesian towards *Wafer Tango*'s brand image.
2. To find out the customers' perception of *Wafer Tango*'s television advertisement in English towards *Wafer Tango*'s brand image.
3. To find out whether it is the Indonesian version or the English version of *Wafer Tango*'s advertisement that influences *Wafer Tango*'s brand image in customers' mind more successfully.

1.4 Benefits of the Study

I expect the result of the study will be useful for:

1. The writer: to add scientific knowledge concerning English advertisement on television and the effect towards brand image.
2. The readers: to improve readers' knowledge about brand image, especially about the effect of advertisement towards brand image.
3. D3 English Programme: to give more insight about the effect of English advertisement towards brand image for business classes.

1.5 Concise History of The Company

1.5.1 History of Orang Tua

In 1948, when society began to concern about traditional healthy drinks, the company established a plant in Semarang. Two years later, the company expanded their company by building a plant in Jakarta. Later, because the society's need increased, the company started to build production facility and new kinds of product. The first products that they produce were toothpaste and toothbrush branded Formula.

In 1985, the company began to build holding company (a company that is formed to buy shares in other companies which it then controls), which was named ADA, which stands for Attention, Direction, and Action. ADA began to expand the company and did the product diversification continuously. ADA's Management then pointed P.T. Arga Boga Cemerlang as the only distributor in Indonesia to maintain the distribution of the product which was produced by ADA. P.T. Arga Boga Cemerlang could maintain and manage products penetration both to traditional market and to modern market.

ADA changed its name into ORANG TUA. This historic name has been known by Indonesian society as traditional healthy drink so that the name could be the strength for positioning the product in society. Because of that, the company thought that they had to create a logo to go along with the growth of the business, which began to enter consumer goods.

In 2004, the ORANG TUA's logo was changed. The changing of the logo was aimed at creating a new perception of Orang Tua as a company which produced branded products; the products are expected to become a primary choice for

dynamic, spirited, and powerful customers. The company became larger and began to increase the production facility as well as innovating different kinds of new products.

1.5.2 Company's Vision and Mission

The company has a vision to be a premier company delivering first choice brands and innovative solutions to customers in Asia Pacific. To reach the vision, the company also has some missions that support the vision. The company's missions are to brighten and delight the lives of the CESS (Consumers, Employees, Shareholders, and Society) by creating and meeting customer's needs.

1.6 Product/ Service of the Company

There are many kinds of products produced by Orang Tua. These products are divided into several types, which are:

- ✓ Personal care, for instance toothpaste and toothbrush (like Formula)
- ✓ Confectionery, for instance candies (like Stasion Rasa, Kurang Asem, Blaster, etc), chocolate (like Canon Ball) and so on.
- ✓ Health drink, for instance healthy drink for women (like Kiranti)
- ✓ Biscuit, for instance Oops and Fugu.
- ✓ Noodle, for instance Selera Rakyat, Kare, etc.
- ✓ Dairy product, like Vitacharm.
- ✓ Jelly product, like Vita Jelly Drink.

1.7 Limitation of the Study

My paper only deals with *Wafer Tango*'s television advertisement that is showed on Indonesian television channels. The study will concern about brand image because television advertisement has strong relation with customers' brand image. Television advertisement can influence customers' brand image.

This study also concerns in language change of *Wafer Tango*'s advertisement from Indonesian to English. This change can influence *Wafer Tango*'s brand image. Later, we can see the effect of language change towards brand image by looking at the result of the questionnaires in chapter three.

1.8 Layout of the Term Paper

This term paper starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of other parties. After that is the Table of Contents, followed by its five chapters:

- Chapter I is the introduction to the analysis
- Chapter II contains the library research
- Chapter III deals with the performance of the research
- Chapter IV contains the result and discussion of the research
- Chapter V contains the conclusion, my comments and suggestions

In the final part, I present successively the Bibliography and the Appendices.