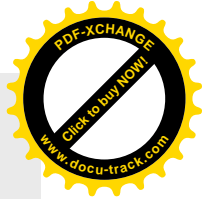
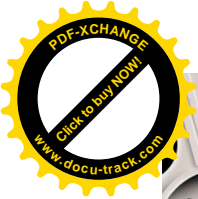


Introduction to **ADVERTISING**

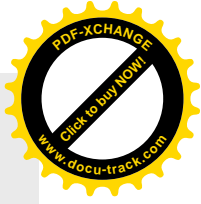
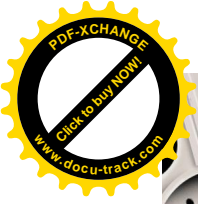
MUSTHOFA HADI, SE
cak_must@yahoo.com



ADVERTISING

What Does It Means?

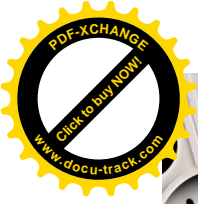
- **Suatu kegiatan/proses komunikasi**
- **Sangat terstruktur**
- **'Paid for' by sponsors**
- **Kecenderungan bersifat persuasif**
- **Menyangkut produk, jasa, ide dari sponsor**
- **Melalui pemanfaatan media**



ADVERTISING

What Does It Means?

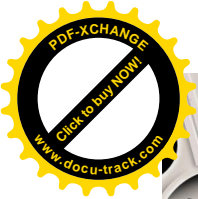
Advertising adalah bagian dari IMC (advertising, PR, personal selling, direct marketing, sales promotion, interactive-internet marketing).



ADVERTISING

Sejarah Perkembangan

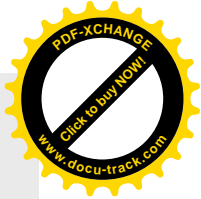
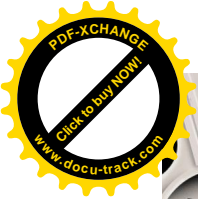
- 3000 SM** : Iklan pertama (written adv).
- 1650** : Iklan koran pertama.
- 1729** : Penggunaan ilustrasi dalam periklanan.
- 1844** : Iklan majalah yang pertama.
- 1922** : Iklan radio yang pertama.
- 1950** : Iklan TV yang pertama.
- 2000** : Trend iklan via internet yang sangat pesat.



ADVERTISING

Rank of Media Ads Spending

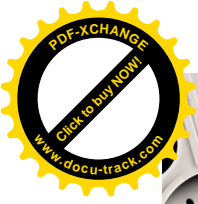
Rank	Advertiser	Media Ads. Spending per-year (Million \$ U.S.)
1	Procter & Gamble Co.	4,747
2	Unilever	3,428
3	General Motors Corp.	3,193
4	Ford Motor Co.	2,229
5	Nestle	1,833
6	Toyota Motor Corp.	1,692
7	Coca Cola Co.	1,327
8	Volkswagen	1,325
9	L'Oreal	1,244
10	Peugeot Citroen	855



ADVERTISING

TOP Rank Country on Ads Spending

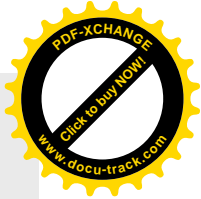
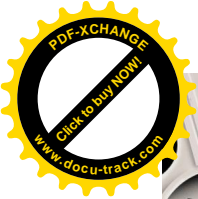
Rank	Country
1	Amerika
2	Jepang
3	Inggris
4	Jerman
5	Prancis



ADVERTISING





Fungsi Ads

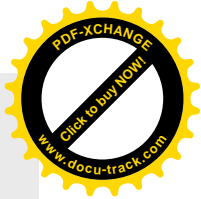
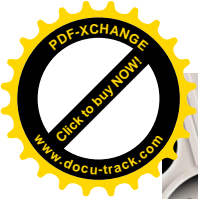
- Provides product and brand info.
- Provides incentives to take action.
- Reminder and Reinforcement.



ADVERTISING

Elemen dalam Ads

-  **Product**
-  **Price**
-  **Distribution**
-  **Communication**



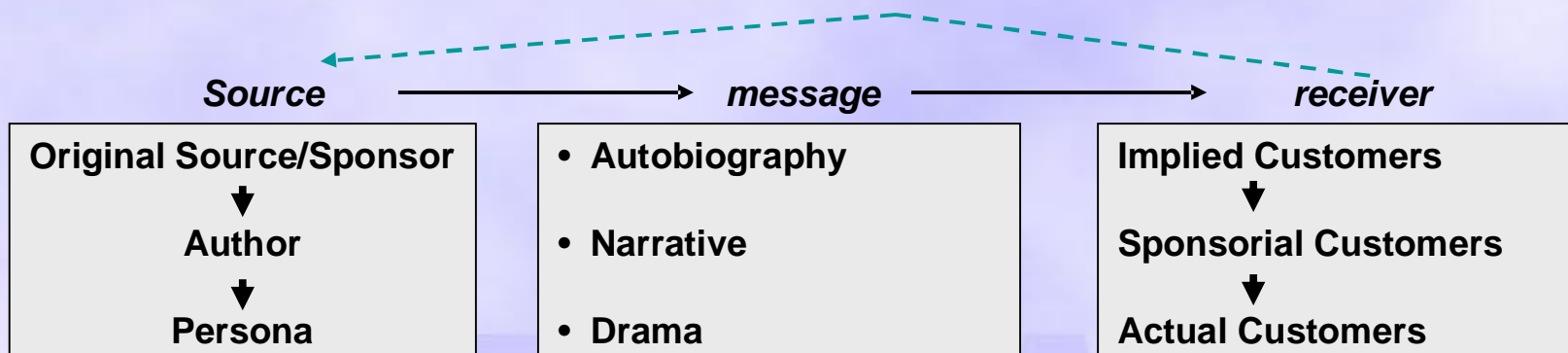
ADVERTISING

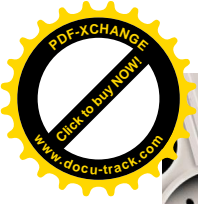
HCP versus ACP

HUMAN COMMUNICATION PROCESS

source/idea à encoding à message à channel-deliver à decoding à receiver à feedback

ADVERTISING COMMUNICATION PROCESS

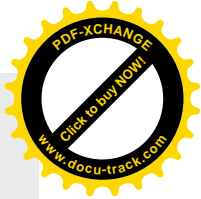
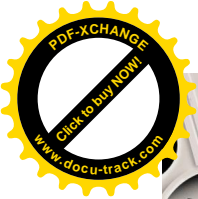




ADVERTISING

Karakteristik Ads yang Efektif

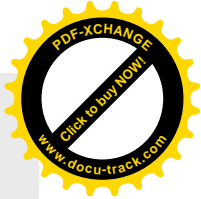
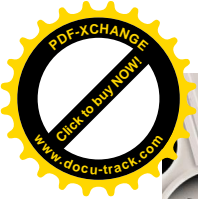
- They should satisfy customers objectives.
- They must achieve the advertisers objectives.



ADVERTISING

Elemen dalam Ads yang Efektif

- 📺 **Strategy**
- 📺 **Creativity**
- 📺 **Execution**



ADVERTISING

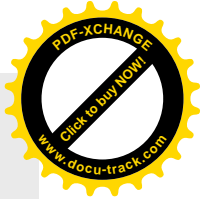
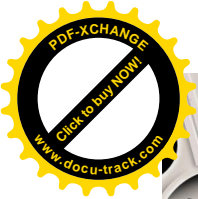
Konsep AIDA dalam Ads

 **A**ttention

 **I**nterest

 **D**esire

 **A**ction



ADVERTISING

Klasifikasi Jenis Ads



BY TARGET AUDIENCE

Consumer Ads. And Business Ads.(Trade, Profesional).



BY GEOGRAPHIC AREA

Local Ads., Regional Ads., National Ads., International Ads.



BY MEDIUM

Print Ads., Broadcast Ads., Mail Ads., Interactive Ads.



BY PURPOSE

Product Ads., Non-product Ads., Commercial Ads.,
Non-commercial Ads., Action Ads., Awareness Ads.



Thank You

