

ABSTRAK

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PROSES PEMBUATAN TVC BONCABE SEBAGAI *NEW PRODUCT LINE* UNTUK MENCIPTAKAN *BRAND AWARENESS* OLEH MATARI ADVERTISING

(xv+129 halaman; 11 gambar; 16 lampiran)

Kata Kunci: *Promotion tools*, iklan televisi

Matari Advertising yang berdiri sejak tahun 1971 merupakan biro iklan yang menawarkan jasa *full-service*. Melalui pengalaman yang dimiliki membuat Matari Advertising berhasil mensukseskan kliennya dan meraih berbagai penghargaan. Selama pelaksanaan magang, Penulis membantu di *Department New Business* dan terlibat langsung dalam menangani beberapa klien baru khususnya BonCabe.

BonCabe sebagai inovasi *new product line* dari Kobe & Lina Food melakukan kegiatan IMC dibantu Matari Advertising untuk memperkenalkan produk BonCabe. Matari Advertising menggunakan iklan di televisi sebagai *promotion tools* dalam menciptakan *awareness* dengan memenuhi elemen kreatif yang ada pada TVC. Terdiri dari tiga versi TVC yang disampaikan secara humor dan dibuat melalui tahap *preproduction*, *production*, dan *postproduction* untuk menjadi TVC yang baik.

Penulis menyimpulkan, pembuatan TVC BonCabe bertujuan mencapai *awareness* dan *attention* dari *target audience*. Hal ini dikarenakan BonCabe sebagai sambal jenis baru yang ingin menjangkau masyarakat luas terutama anak muda melalui pendekatan humor. Saran Penulis yaitu, menggunakan *brand ambassador* dan *promotion tools* lainnya yang saling berhubungan untuk memiliki dampak yang lebih besar dalam mencapai objektif seperti, *point of purchase displays*, *product placement*, *built in*, undian, kontes, *premiums*, dan *event*.

Referensi: 40 (1988-2012) + 11 websites

ABSTRACT

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THE CREATION PROCESS OF BONCABE TVC AS NEW PRODUCT LINE IN ORDER TO CREATE BRAND AWARENESS BY MATARI ADVERTISING

(xv+129 pages; 11 pictures; 16 appendixes)

Keyword: *Promotion tools*, television commercial

Matari Advertising which was established in 1971 is an advertising agency that provides full-service. Through years of experience, Matari has brought success to its client and won many awards at the same time. During the implementation of internship, Author was appointed in New Business Department and involved directly in dealing with some new clients, especially BonCabe.

BonCabe as new product line innovation of Kobe & Lina Food did IMC activities with the help of Matari Advertising, to introduce BonCabe to the market. Matari Advertising used advertisements on television as the promotional tool in creating awareness by complying to the creative elements that exist in TVC. TVC consists of three versions, was delivered in humor manner and was made through the stages of preproduction, production, and postproduction in order to be a good TVC.

Therefore, Author concludes that, in making BonCabe television commercial in order to create awareness and get attention of the target audience. This is because, BonCabe is a new kind of chili that targeted to mass especially youth through humor approach. However, Author suggest that, BonCabe uses brand ambassador and other promotion tools that are interconnected to have a greater impact in achieving such objective such as by, point of purchase displays, product placement, built in, sweepstakes, contests, premiums, and events.

References: 40 (1988-2012) + 11 websites