

ABSTRAK

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PROSES PRODUKSI IKLAN SPONSOR PADA PROGRAM BERITA DAN ENTERTAINMENT DI STASIUN TV INEWS

(xi + 86 Halaman : 82 Gambar; 11 Lampiran)

Kata Kunci :, Produksi Iklan, *Sponsorship*, Iklan Televisi, *Copywriting Advertising*,

Media televisi harus menghadapi kompetisi yang kompleks agar mendapatkan penonton dan iklan yang dapat memperkuat eksistensinya. Dengan merancang produksi iklan yang baik dan program-program yang sesuai dengan kriteria pengiklan maka media televisi akan dapat bertahan. Periklanan di televisi khususnya di program acara menjadi incaran pengiklan terutama pada bidang *brand placement*, pengiklanan ini di nilai evektif dan efisien dalam membentuk *brand knowledge*.

iNews menawarkan sistem periklanan *brand placement* di setiap program berita dan *entertement* yg di mikikinya, dalam proses persiapan produksi untuk melakukan brand placement perlu tiga tahapan yaitu tahap Pra produksi, produksi dan Psca produksi. Dalam tayangan sponsor di sosial media juga membutuhkan *copywriting* guna menarik perhatian *audience*.

Pemegang berhasil mencapai tujuan dengan mempelajari proses persiapan penayangan iklan dari tahap pra produksi hingga pasca produksi, dimana membantu perusahaan pengiklan dengan melakukan iklan sponsor system brand placement pada program televisi iNews, dan membantu merancang *caption* guna penayangan di sosial media.

Referensi : 19 (1991-2021)

ABSTRACT

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PRODUCTION PROCESS OF SPONSOR ADVERTISING IN NEWS AND ENTERTAINMENT PROGRAM AT INEWS TV STATION

(xi + 86 Pages : 82 Images; 11 Appendices)

Keywords: Advertising Production, Sponsorship, Television Advertising, Copywriting Advertising,

Television media have to face complex competition in order to get viewers and advertisements that can strengthen their existence. By designing good advertising production and programs that match the advertiser's criteria, the television media will be able to survive. Advertising on television, especially in programs, has become the target of advertisers, especially in the area of brand placement, this advertisement is considered effective and efficient in forming brand knowledge.

iNews offers a brand placement advertising system in every news program and entertainment it owns. In the production preparation process for brand placement, there are three stages, namely Pre-production, Production and Post-production stages. Sponsored impressions on social media also require copywriting to attract the attention of the audience.

The intern succeeded in achieving the goal by studying the process of preparing advertisements for advertisements from the pre-production to post-production stages, helping advertisers companies by sponsoring brand placement system advertisements on iNews television programs, and helping to design captions for broadcast on social media.

Reference : 19 (1991-2021)