CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 The advertising strategies in promoting CKLIK internet café on blog

3.1.1 Explanation

Today, promoting products can be done not only through a magazine, newspaper, television, radio, brochure, but also through internet. There are many spots that the companies can promote the products on internet, such as blog, and the social networking such as Twitter, and Facebook. Although the social networking has the most favorite users, but the real purpose of the social networking is to make people have interaction with each other, and is not used for promoting the products. Thus, promoting in social media is not enough to give detail information about the products because it is very limited; therefore, the writer decided to use blog for promoting the company because the blog is different from the social media network.

A blog is also known as Weblog. It is a personal online diary or we can say journal which allows us to share our thoughts and ideas; we can add video, games, pictures, music; we also can leave comments on our blog. We can do all these things without the need of any programming knowledge. Thus the blog is very appropriate to promote our company. In order to make our blog interesting we must make advertising strategies with creative sentences.

Promoting on blog is different from promoting in other fields. It is necessary to make the promotion simple, to the point, casual, and friendly style as stated by Gardner that keeping the writing in your blog short, to the point, and useful. You don't need to finely craft every word; in fact, levity and a casual, friendly style can serve you well.

Therefore, we can promote our products in simply, briefly, and friendly. It is the way the company will easily get the intention from the potential customer

The writer made the creative sentences below 140 characters which promote the company in a simple, short, to the point, and of course it friendly style. The promotion is made in a blog site www.ckliknet.blogspot.com. Below are the advertising strategies in promoting CKLIK Internet Café on blog:

Step 1:



CKLIK internet café with the description the best place, comfortable, clean, and fastest internet speed access.

This is the banner and its tag lines of the company which is written by the writer to promote on blog. It has the way of promoting strategies because the tagline in the banner such as *the best place, comfortable, clean, safe, and fastest internet speed* are very simple and to-the-point. It means that the company has established with good preparation and of course with facilities that will make the customers feel satisfy. The banner itself is like a face of the company, thus, it is very important for the company to make it famous in public.

Step 2:



Come and Prove…

If you want to get satisfaction in accessing internet; so, come and prove it in our place!!!

This is the promotion about the company. The writer wrote the title Come and prove. It means that the writer makes the strategy in simple and to the point to get the intention from the customer by inviting the customer to prove satisfaction in the internet cafe.

Step 3:

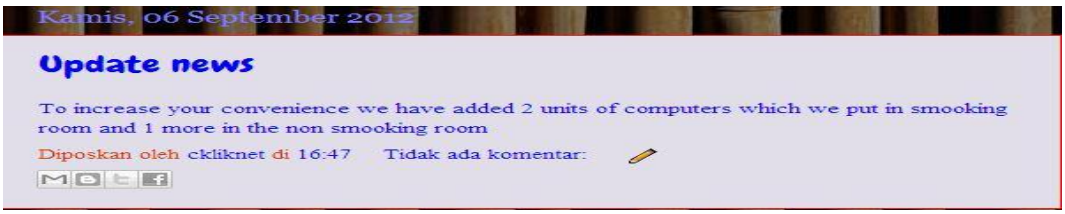


Do you know?

Hi friends.. Our comfortable internet cafe is on very strategic location

This is one of advertising strategy in promotion. The writer told the customers about the internet cafe. The café is comfortable. The post had simple and friendly style. The writer did not tell the detail about where the place is because the writer wanted to make the customers curious then they would find out the place.

Step 4:



Update News

To increase your convenience we have added 2 units of computers which we put in smoking room and 1 more in the non smoking room.

This is about the update news which the writer told before. After hearing from the customers that they often request for additional computer units, finally our company decided to add 2 units of computers. This is one of accurate strategies to make the company success. The writer made it in to-the-point according to the request from the customers.

Step 5:



Not only providing network services

Not only providing network service, but we also provide typing and service, along with game online service for gamers.

This is also promotion about the company services. The writer informed besides providing network services, the company also provides another services to make the customers be satisfied. The writer also wrote the promotion in first person pronoun to make it more friendly.

Step 6:



Come, buy, and play!!!

Hi guys… We provide the vouchers which you can buy only in our place!!!

This is one of the strategies by the company to support the customers who like playing the online game. The writer tried to make the customers be interested

with the persuasive words such as *come, buy, and play!!!*. It means that the writer tried to invite the customers especially the gamers to come to CKLIK Internet Café. The writer also wrote in friendly style in order to get customers interest to come.

Step 7:

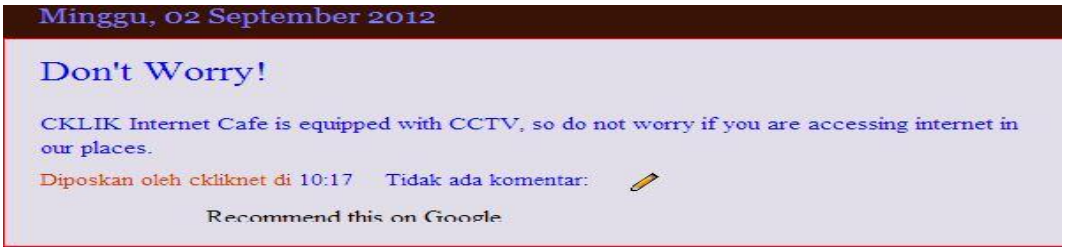


For the gamers

The writer informed the specification about online game. As the writer said that the company does not only provide network service but also the online games. The writer made it in to the point and gave the specification which the company provided such as *Atlantica Online, Dota Online, Guild Wars, Lost Saga,*

Point Blank, Warcraft, Rohan, and Perfect World. The writer thought that the specifically game information would make the customer especially the gamers be interested because they favorite games are provided in CKLIK Internet Café, so it will make the customer be interested and come to CKLIK Internet Café.

Step 8



Don't Worry!

CKLIK Internet Café is equipped with CCTV, so do not worry if you are accessing internet in our places.

This is the promotion about the company; the writer explained that the company is safe. So, the customers who bring their vehicles need to not worry because CKLIK Internet Café is equipped with CCTV. This is one of advertising strategies which is needed to post on blog to promote the company because everybody especially the customers need the comfortable and safety place, therefore, the comfortable place should be safe. The writer also wrote the posted title in friendly style. The writer rather used "Don't Worry!" than "do not worry!" to make it more friendly.

Step 9:



Gamescool

This is about the all of information about online games and its tournament. The writer gave that information equipped with the links to help the customers to find the favorite game which they want. The writer tried to understand what the customers' needs. The writer made it in friendly style, this way is the accurate strategy that can make a close relationship to the customers.

1.1.2 Problems and Solutions

During promoting on Blog, the writer found some difficult and problems to make a creative sentence in promoting the company because it is not easy to make it in first time. In addition the writer also found the problem in making an appropriate word which is usually used for advertising in English language

because the language style used for advertising in English language is different from the use for advertising in Bahasa Indonesia.

To solve the first problem, the writer had to read many books about creative sentence in advertising. In addition, for the second problem, the writer had to read the book about internet marketing and browsed from the right source in internet.