CHAPTER I

INTRODUCTION

This chapter presents general descriptions of background to the topic, scopes, and objectives, significant to knowledge, framework of the theory, method, place and time in and on which the job training was conducted.

1.1 Background to the Topic

In marketing world, there is a media well known as media promotion. The media promotion itself is the way to affect the customers directly or indirectly to create exchanges in marketing. Alma describes,

> *"Promosiadalahsejeniskomunikasi yang memberipenjelasandanmeyakinkancalonkonsumenmengenaibarangdanjasadengantujuanuntukmemperolehperhatian, mendidik, mengingatkandanmeyakinkancalonkonsumen."*(2006: 179)

Learning Alma's theory, the purpose of the media promotion is to communicate among customers and companies, as well as introducing the products or services offered. Furthermore, the media promotions may be formed as print medias, televisions, and radios.

Specifying to print media, print media is a part of advertising that is used to communicate the information that may be conveyed in logo and tagline. The both of them are the way to communicate the messages of the products or companies.

RhenaldKasalidescribes: *"Media cetakadalahsuatu media yang statisdanmengutamakanpesan-pesan yang bersifat visual'* (1992: 99)

According to the theory, the function of print media is to communicate the message visually; the forms of logo and tagline. Logo and tagline are the identity of products or companies. The theories say:

> *"logoadalahidentitassuatuperusahaandalambentuk visual yang diaplikasikandalamberbagaisaranafasilitasdankegiatanperusahaanse bagaibentukkomunikasi visual. Logo dapatjugadisebutdengansimbol, tandagambar, merekdagang (trademark) yang berfungsisebagailambangidentitasdiridarisuatubadanusahadantandap engenal yang merupakancirikhasperusahaan" (*David E.Calter:1995)

Meanwhile,

> "*Slogan atau tagline adalahPerkataanataukalimat yang menarik, mencolok, danmudahdiingatuntukmenyampaikansesuatu"*. (Dita, 2008)

Unfortunately, in the marketing world many companies have not fully understood how to communicate their products or services. Of course, the issue leads to prominent cases to be discussed. They may be how to understand the message, which is conveyed in media promotion, and how to create a good media promotion.

Based on the cases identified, the aims of the discussion are to describe and to explain the intepretation of logo and tagline, and the strategies applied to create a good logo and tagline.

1.2 Scope

Referring to the focus of the discussion, scope of the research are:

1. What are the interpretations of logo and tagline?
2. What strategies are applied in producing logo and tagline?

1.2 Objectives

Relevance to the Scope, objectives may be determined:

1. To describes the interpretation of logo and tagline.
2. To describe strategies applied in producing logo and tagline.

1.4 Significance to knowledge

The present writer expects this paper will be used in creating strategis logo and tagline in media promotion world, and provides the proof of benefit in the practical world by applying semiotic theory.

1.5 The Framework of the Theory

Promotion is the way to promote companies'r product and disseminate information of the products to the target market toincrease sales, and affect the customers directly or indirectly by advertising. Kotler (2003: 14) says, *"Promotion includes all the activity the company undertakes to communicate and promote its products to target market."* In the media promotion there is

advertising, it is part of media promotion that is used to communicate the message of the company.

Advertisingis very helpfulandeffectivein conveying the messageof a productand in buildingproducts. As well as, advertising is effective communication to connect the company with the market. Despite of the communication of advertising is non-personal; advertising is a promotion tool that most affect the several of the company and the market awareness of existence of the company. Keegan (2005:437) suggest, "*Global Advertising may be defined as messages whose art, copy, headlines, photographs, tag lines and other elements have been developed expressly for their world wide suitability*."

Based on the theory above, in advertising there are logo and tagline that can convey the message to the market.

Logo is the identity and characters of company; it is used to communicate company's products in the form of visual communication. It is considered to be a part of the company so that it is very important to convey a company's benefit and to carry the brand's message. David E.Calter says:

> *"logoadalahidentitassuatuperusahaandalambentuk visual yang diaplikasikandalamberbagaisaranafasilitasdankegiatanperusahaanse bagaibentukkomunikasi visual. Logo dapatjugadisebutdengansimbol, tandagambar, merekdagang (trademark) yang berfungsisebagailambangidentitasdiridarisuatubadanusahadantandap engenal yang merupakancirikhasperusahaan"* (1995)

On the other hand, tagline can be used to articulate company's vision, convey essential qualities, brand character, emphasize the benefit of the product, and align brand message with an intended target market. The Allice Sylvestersay:

> "*Tagline adalah slogan singkat yang terdapatdalamsebuahiklan, dimaksudkanuntukmenumbuhkan memorable paraaudiens.Tagline tidakharus kata-kata publikatau kata-kata indah yang terpentingharusmenacap di kepaladanhatikonsumen."* (2007: 145)

1.6 Research Method

The method that the writer uses in this job training report is descriptive method. In this method the theory will be described with some explanations. According to Dawson (2002) said, "Descriptive research attempts to describe systematically a situation, problem, phenomenon, service or program, or provides information about, say, living condition of a community, or describes attitudes towards an issue.

1.7 Place and Time

The present writer took the job training activities in Bandung Timur Plaza Zona 5 No 76 at Jl. A.H. Nasution No. 46A Bandung. In this entrepreneurship job training the present writer became copywriter in advertising business. It was started on July 16th to September 6th, 2013.