

CHAPTER II

DESCRIPTION OF THE OBJECT OF THE STUDY

2.1. Advertisement

The American Marketing Association (AMA) has defined advertising as "any paid form of non personal presentation of ideas, goods or services by and identified sponsor" (cited in Gilson and Beckman, 1980:11; Sandage, 1955:4; Kasali, 1992:10). Furthermore Gilson and Berckman have also defined advertising as :

"persuasive media communicaton designed to respond to, and help achieve, marketing objective."

Advertising actually has duty to convey message of the product to the receiver. The receiver must take the message clearly and have good perception and advertised brand. In this way, all media would be involved to spread message of advertised brand. According to AMA such media that often used for advertising are magazines, newspapers, motion pictures, outdoor (Posters, signs, skywriting, etc), direct mail, store signs, novelties, radio, televisions, cards, catalogues, directories and reference, program and menus, and circulars (Sandage, 1955:4-5).

Advertising, in fact is used by companies to introduce their product to consuments. So advertiser must

also perform several vital functions in marketing communication. For those, De Lozier (1976) has conclude functions of advertising as :

1. Information
2. Entertainment
3. Persuasion
4. Reminder
5. Reassurance
6. Assitance of other company efforts
7. Addition of value to the product

Advertising also must give to receivers a good perception to the product. Perception means the process of forming a mental image or impression of an object (De Lozier, 1976). So, sequence of the psychological responses that the consumer makes toward an advertising message must be used in which the product was communicated. There are :

1. to stimulate consumer attention to advertiser brand.
2. to influence favorably the consumer retention of the advertised brand.
3. to facilitate consumer retention of the advertised brand.
4. to gain conviction (create favourable attitude) toward the advertised brand.

5. to generate a favourable action (e.g, search and purchase behavior) toward the advertised brand.
 6. to effect favourable post purchase behavior (e.g, reduction of post purchase dissonance) toward the advertised brand.
- (De Lozier, 1976).

The most important part of advertising communication was code or language. Code has function to inform what the message was. In advertising communication, there are two codes used for dissemination; verbal codes and non verbal codes. Specifically, radio broadcasting use verbal codes and does not use nonverbal code, it gives possibility to the advertiser use verbal code in maximum. More explanation would be discussed in chapter 3. The code that was used in advertising more spesific rather than code in usual communication, because in advertising communication, code has a duty to change consumer attitudes. For those kind of words and code choice were important part of advertising communication. In Indonesia where English grow rapidly as mark educated people and symbol of new elite (Turner in Pride, 1972), much advertisement used English as code choice although the product it self was produced in Indonesia. The example were Djarum and Sampurna. In other hand, the product has come from foreign country also often used English as the

way for advertising. The example were Peugeot and BMW.

2.2. FM broadcasting in Surabaya

Radio was one media which has been often used to advertise product. Almost all product used this media for advertising, because they have some advantages than another media. According to Gilson and Beckman the advantages were :

1. relatively low cost
2. demographic selectivity
3. universal availability
4. high message frequency

(Gilson and Beckman, 1980)

In comparison between television and radio, might be radio has disadvantage rather than television especially on visual communication. But radio also have advantage that television have not. In spesific time , like in the morning or during the trip with car radio would be choosen rather than television. In this condition, people must consetrate on their bussines so radio werebetter choice because listening activity would be done without lack another activity. Especially, in this time (called as prime time) advertisement often on air.

Demographic selectivity in radio programs were shown by programs formats that appeal to the specific interest

of different socio economic categories . In Indonesia, including Surabaya, FM broadcasting would offers middle class and upper class rather than low class. According to the writer observation only three stations who deal with all social categories, there are , RRI, Wijaya and Merdeka. The others like Suara Surabaya, EBS, Istarsa, KBDJ, Strato, SCFM, and Today could be clasified as the stations who deal with middle and upper class. Turner has defined those class as well educated people and new elite (Turner cited in Pride, 1972). Thus, advertisement classified could be seen in where station it have placed on. Advertising in SCFM sometimes have different style to Wijaya and Merdeka. Sometimes , one advertising could not be listened in all stations except in two or three stations. It has shown advertiser would see in where their product would be sold. For example, Baskin Robin and Dunkin donuts, during the observation, just listened on EBS, SCFM or SS but could not found in Wijaya, Merdeka or RRI. The condition also occur in car advertising.

In comparison between radio, magazine and newspaper, radio would have two advantages better, universal avaiability and high message frequency. Radio could be listened many people rather tthan both others. Every one from all social categories have the same opportunity to listen all broadcasting, but sometimes magazines or

newspaper seems more exclusive. Radio also have opportunity to change perception the receiver better through advertisement in which radio have high message frequency. One advertisement could be listened until five times a days whereas the same opportunity have not be found in magazines or newspapers.

In contrary radio has disadvantages like :

1. low reach low levels
2. short live messages
3. possible creative limitations

(Gilson and Bekman, 1980)

What low reach low level mean was radio formats usually deal with special class categories, so others categories psychologically would be excluded from the class. It would make no attention of other special format classes and would make radio would be lacked listeners (they only have special listener).

In other way, although advertisement would on air five times a day or more, advertisement in radio broadcasting actually have short live message according to duration time. And at last, actually advertisement in radio easy to be forgotten.

Radio also have no facility of visual way like television. Radio just elaborated code use to make close

relationship with their speakers. So, sometime radio have possible creative limitation. The code use was the main power of radio broadcast. Radio would contrate code use in way the listeners communication code too. The station like EBS have rather different code with Suara Surabaya, where EBS deal with teenagers and youngsters and Suara Surabaya deal with city adult. The code use in SCFM that deal with young professional was different with RRI that shown mission of government. Actually the code use was meant to make close relationship or to make sense of belonging to the listeners.

Most Surabaya FM broadcasting has tendention as young people radio, so most program were format to this class. In Indonesian big city, English using was grow rapidly to indicate well educated people and as symbol of new elite. Exactly most Surabaya FM broadcasting often use English on code switching or code mixing to communicate with the listeners, and .it shown most of them concetrate in this class.