



ABSTRAK

BOGIE HARIRI

44307120027

**ANALISIS STRATEGI PROMO ON-AIR UNTUK MEMBANGUN
AWARENESS AUDIENS: STUDI DESKRIPTIF PADA PROMO IMAGE
FIFA WORLD CUP 2014 DI ANTV**

Kegiatan promosi di sebuah perusahaan selalu dikaitkan dengan kegiatan pemasaran suatu produk. Di sebuah stasiun televisi, dalam penelitian ini ANTV, kegiatan promosi dilakukan terhadap program-program ANTV, salah satunya FIFA World Cup atau Piala Dunia. Tahun ini, untuk pertama kalinya, VIVA Group, yang terdiri dari ANTV dan TVOne, berhasil mendapatkan hak siar Piala Dunia 2014. Oleh karena itu, diperlukan sebuah strategi promosi untuk membangun *awareness* audiens bahwa Program Piala Dunia tahun 2014 tayang di ANTV, melalui Promo Image FIFA World Cup 2014.

Penelitian ini menggunakan konsep Komunikasi sebagai salah satu kegiatan pemasaran, Promosi Sebagai Salah satu Bauran Pemasaran, Strategi Promosi Program Televisi, dan Elemen-elemen Strategi Promosi dari Chriss Fill (1995).

Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif, dengan *in-depth interview* sebagai metode pengumpulan data. Informan dalam penelitian ini adalah Manager Divisi On-Air Look and Brand Management, Supervisor Divisi On-Air Look and Brand Management, dan Promo Producer Divisi On-Air Look and Brand Management.

Hasil penelitian menemukan bahwa Strategi Promosi melalui Promo Image FIFA World Cup 2014 di ANTV dilakukan melalui empat tahapan yaitu: perencanaan, konsepsi, pembuatan anggaran, dan pelaksanaan konsepsi. Promo Image FIFA World Cup 2014 ini bertujuan untuk membangun *awareness* audiens terhadap program Piala Dunia 2014 yang tayang di ANTV, bukan stasiun televisi lainnya. Menampilkan lebih dari 15 versi Promo Image, dengan konsep ke-Bhineka-an di Indonesia dan universalitas olahraga sepakbola di Indonesia maupun Dunia.

Kata kunci: Strategi Promosi, Promo On-Air, Promo Image, FIFA World Cup 2014, ANTV.



ABSTRACT

BOGIE HARIRI

44307120027

ON-AIR PROMOTION STRATEGY ANALYSIS TO BUILD AUDIENCE AWARENESS: DESCRIPTIVE STUDY ON IMAGE PROMO FIFA WORLD CUP 2014 IN ANTV

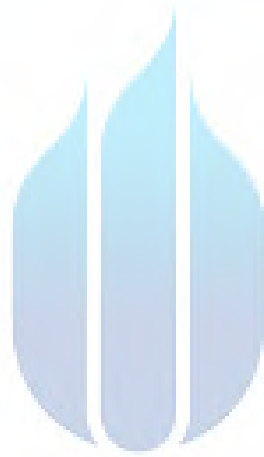
Promotional activities in a company have always been associated with the marketing activities of a product. In a television station, especially in this study, promotional activities conducted on the television's programs, one of which is FIFA World Cup. This year, for the first time, VIVA Group, which consists of a ANTV and TVOne, secured the broadcasting rights for the 2014 World Cup. Therefore, ANTV needed a promotional strategy to build awareness of the audience that the 2014 World Cup program aired on the ANTV, via Image Promo of FIFA World Cup 2014.

This study uses the concepts of: Communication as one of the marketing activities, Promotion as one of Marketing Mix, Promotion Strategy of Television Program, and Chriss Fill's (1995) Promotion Strategy Elements.

The method used in this research is descriptive qualitative method, with in-depth interviews as the method of data collection. Informants in this study are; Manager of On-Air Look and Brand Management Division, Supervisor of On-Air Look and Brand Management Division, and On-Air Promo Producer of On-Air Look and Brand Management Division.

The results found that promotion strategy through Image Promo of FIFA World Cup 2014 in ANTV conducted through four phases: planning, conception, budgeting, and implementation of conception. Featuring more than 15 Image Promo versions, with the concept of all of Indonesia's Unity and universality of football in Indonesia and the World, Image Promo of FIFA World Cup 2014 aims to build audience awareness of the program that aired in ANTV, not the other television stations.

Keywords: Campaign Strategy, On-Air Promo, Promo Image, FIFA World Cup 2014, ANTV.



UNIVERSITAS
MERCU BUANA