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Analisis Isi Iklan Elektronik Youtube Make Over Versi : Paula Verhoeven X Make Over : Paris Beauty Invasion, Iklan Wardah Versi : Perfect Bright Tone Up Cream; Ayana Jihe Moon Dan Iklan Emina Versi : Magic Potion : Magic Lipboratory Di Media Social Youtube

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ABSTRAK

Iklan Make Over, Wardah, Dan Emina Dalam Iklan Elektronik Youtube Indonesia (analisis isi iklan elektronik Youtube Make Over Versi : Paula Verhoeven X Make Over : Paris Beauty Invasion, Iklan Wardah Versi : Perfect Bright Tone Up Cream; Ayana Jihe Moon dan iklan emina versi : Magic Potion : Magic Lipboratory Di Media Social Youtube)”. Dalam penelitian ini penulis berharap dapat memberikan pengetahuan tentang respon baik secara akademis maupun praktis. analisis isi adalah suatu teknik sistematis untuk menganalisis isi pesan dan mengolah pesan atau alat untuk mengobservasi menganalisis isi perilaku komunikasi yang terbuka dari komunikator yang dipilih. Endorser dipilih karena dapat lebih akrab dengan konsumen karena mereka merasa memiliki kesamaan konsep diri yang aktual (*actual self concept*), nilai - nilai yang dianut, kepribadian, gaya hidup (*lifestyle*), karakter demografis, dan sebagainya. Hasil Penelitian Citra endorser dalam Iklan kosmetik Wardah Tagline : perfect bright tone up cream, Pesan : membuat wajah lebih cerah, Warna : warna yang di tonjolkan adalah warna – warna soft, Peletakan produk : digengam akan tetapi kurang terlihat karena produk dan latar belakang hampir menyerupai, produk : tone up cream, sound efek : instrument. Iklan kosmetik Emina Tagline : Magic potion, your magical taknis, Pesan : membuat hari – harimu lebih berwarna, jangan khawatir produk ini tahan air, Warna : warna yang ditonjolkan yaitu warna soft dan merah, Peletakan produk : digenggam, produk : lip cream, Sound efek : instrument. Iklan kosmetik MakeOver, paula verhoeven, Paula Verhoeven dikenal sebagai seorang model sekaligus aktris yang pernah membintangi film layar lebar Supernova. Namanya mulai melambung setelah mengikuti ajang Elite Model Look saat berusia 16 tahun.

Kata kunci : Analisis Isi Iklan, Endorser Iklan, Iklan Elektronik YouTube



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Content Analysis of Youtube Electronic Ads Make Over Version: Paula Verhoeven X Make Over: Paris Beauty Invasion, Wardah Ads Version: Perfect Bright Tone Up Cream; Ayana Jihe Moon and Emina Advertisement Version: Magic Potion: Magic Lipboratory on Youtube Social Media

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ABSTRACT

Make Over, Wardah, and Emina Ads in Indonesian Youtube Electronic Ads (analysis of YouTube electronic ad contents. Make Over Version: Paula Verhoeven X Make Over: Paris Beauty Invasion, Wardah Ad Version: Perfect Bright Tone Up Cream; Ayana Jihe Moon and Emina ad version : Magic Potion: Magic Lipboratory on Youtube Social Media) ". In this study the authors hope to provide knowledge about responses both academically and practically. Content analysis is a systematic technique for analyzing the contents of messages and processing messages or tools for observing analyzing the contents of communication behaviors that are open from the chosen communicator. Endorsers were chosen because they can be more intimate with consumers because they feel they have the same actual self concept, values, personality, lifestyle, demographic characteristics, and so on. Endorser Image Research Results in Cosmetic Advertising Wardah Tagline: perfect bright tone up cream, Message: make the face brighter, Color: highlighted colors are soft colors, product placement: gripped but less visible because the product and background are almost similar, product: tone up cream, sound effect: instrument. Cosmetics ad Emina Tagline: Magic potion, your magical taknis, Message: make your days more colorful, don't worry this product is waterproof, Color: colors that are highlighted soft and red colors, Product placement: hand-held, product: lip cream, Sound effect: instrument. The cosmetics ad MakeOver, paula verhoeven, Paula Verhoeven is known as a model as well as an actress who has starred in a supernova widescreen movie. His name began to soar after participating in the Elite Model Look when he was 16 years old.

Keywords: Ad Content Analysis, Ad Endorser, YouTube Electronic Advertising