ABSTRACT

MARWAN MAHMUDI. Positioning of Television Advertising Through Social Reproduction : Sampoerna A Mild Case of Ad. Under direction of AIDA VITAYALA S. HUBEIS and MUSA HUBEIS

Television ads contained the social reproduction of the symbol and certain ideas that typically existed in society. Television advertising of cigarettes Sampoerna A Mild presented a message by positioning its products through the establishment and determination of social reproduction were distinct and different from similar products.

The purpose of this study was to find out more in-depth process of social reproduction made by the Sampoerna A Mild ad creator and process of formation and positioning determination through social reproduction in television advertising of cigarettes Sampoerna A Mild. The methodology of this study was a qualitative paradigm using a case study design. Research location in Jakarta. When the study was conducted from June 2008 to July 2009. The study's findings at the level of advertisers and creators of the ad showed the process of formation and positioning determination Sampoerna A Mild cigarettes through social reproduction in television advertising through four positioning schemes, namely: first, initial stage positioning scheme lifestyle a successful modern society and macho. Second, corporate image positioning transition scheme. Third, new attendance scheme positioned as low tar and nicotine products. Fourth, the scheme plenary position of trust given product. Formation process of positioning Sampoerna A Mild cigarettes made through 2 stages, namely: (a) rational process stage undertaken to bear the big idea concept. This phase included analysis of product data and characters of target audiences such as psychographics, demographics and lifestyle, (b) magic process stage carried out as the embodiment big idea into the idea that various kinds.

The study's findings at the level of ad text indicated, the first version of the Man Waiting Stamp Seal on the ad implied unproductive bureaucracy and contradictory to the reform era. Second, the ad version of Flea On the Sofa having meaning seat House of Representatives who were old and fat, not productive, full of promises and corruption. The study's findings on the individual level showed different interpretations between the product with the text ad. Products and text ads were funny-interpreted as a reminder that persiflage and A Mild were the cigarettes that contain nicotine and low tar. Formation of A Mild cigarettes positioning through television advertising was the result of social reproduction in the form of socio-political situation of contemporary nation constructed either by advertisers, ad creator, ad text, and individuals with over four positioning schemes. However, different interpretations occurred in the individual level.

Keywords: positioning, social reproduction, television advertising, advertiser, creator.