

Advertising and Brand Image Building: An Application of the Focus Group Approach

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Abstrak

The primary objective of this thesis is to obtain a better understanding regarding the various kinds of things concerning advertising communication, and in particular, its role in building brand image of a product offered by a company. In addition, this thesis also tries to analyze an advertisement, and test the effectiveness of the advertisement. The research methodology used is focus group discussion which were conducted from June 26, 1995 through July 1, 1995. The sample size chosen is $N = 66$, and all of the respondents were screened and recruited at central location sites. Interviews with company officials also added the research data. The research has successfully reveal that the primary message of Aquatred advertisement is conveyed effectively. This is seen from the registration of the key communication message which appeared to be satisfactory, in response to the commercial main message. Advertising impact/recall, both recall of advertisement and recall of sponsorship, is quite high. However, overall attitude measures indicate a relatively low interestingness toward the advertisement. Therefore the future aquatred advertisement should: mentioned and briefly explain the uniqueness of Aquatred; mention that Aquatred has won several prestigious international awards; be built around the central theme of the safety that Aquatred provide.