

Strategi sales promotion yang melanggar etika pariwisata Indonesia dan ditinjau dari cognitive response model = Advertising ethics violations on Sales Promotions strategies in Indonesia analyzed with cognitive response model / Savira Hanza

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Abstrak

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Berawal dari pengalaman penulis yang memiliki adik di usia balita dan gemar menonton televisi. Penulis berinisiatif untuk mengetahui lebih lanjut bagaimana dampak dan efek dari iklan yang tidak sesuai dengan etika periklanan. Etika Pariwisata Indonesia (EPI) merupakan pedoman dari periklanan dan sebagai pengontrol sosial di dunia periklanan yang seharusnya dipatuhi. Gerry merupakan salah satu snack yang memiliki varian yang banyak dan juga memiliki banyak versi iklan. Dua versi iklan yang akan dianalisis oleh penulis adalah Gerry Bischof Berhadiah Angry Bird, dan Gerry Pasta Versi Mencari Gerry Pasta di Dapur. Pada kedua Iklan ini ditemukan beberapa pelanggaran Etika Pariwisata Indonesia serta jika ditinjau pada Cognitive Response Model memiliki dampak yang signifikan kepada khalayak yang dituju oleh iklan ini. Dalam teori tersebut dijelaskan pola perilaku konsumen dalam menerima iklan hingga tindakan membeli. Hal tersebut berkaitan dengan penulisan ini yang menganalisis pola seorang anak yang masih memiliki daya regeek (pester power) kepada orang tuanya untuk mendorong membelikan suatu produk.

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ABSTRACT

Starting from the experience of the authors has a toddler age sister and likes to watch television. The author took the initiative to find out more about what is the impact and effects of advertising that does not comply with the ethics of advertising. Indonesia Advertising Ethics (Etika Pariwisata Indonesia/EPI) as a guideline of advertising and as social control in the world of advertising that should be obeyed by advertising practitioner. Gerry is a brand that has a lot of variants and also has a lot of versions of ads. Two versions of the ad that will be analyzed by the authors is “Gerry Bischof - Berhadiah Angry Birds”, and “Gerry Pasta – Mencari Gerry Pasta di Dapur”. In both ads were found several violations of Ethics and if this case were evaluated on Cognitive Response Model has a significant impact on the intended audience of this ad. This is related to this paper is to analyze the buying pattern of a child who has a pester power to his parents and could encourage parents to buy a product. Starting from the experience of the authors has a toddler age sister and likes to watch television. The author took the initiative to find out more about what is the impact and effects of advertising that does not comply with the ethics of advertising. Indonesia Advertising Ethics (Etika Pariwisata Indonesia/EPI) as a guideline of advertising and as social control in the world of advertising that should be obeyed by advertising practitioner. Gerry is a brand that has a lot of variants and also has a lot of versions of ads. Two versions of the ad that will

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