

## Perkembangan Periklanan Blue Band di Media Cetak Pada Masa Orde Baru (1970- 1990) = The Development of Blue Band Advertising in Print Media During the New Order Period (1970-1990)

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### Abstrak

Artikel ini membahas tentang perkembangan periklanan Blue Band di Media Massa seperti Femina, Dunia Wanita, Kartini, Kompas, Sinar Harapan di Indonesia pada tahun 1970-1990. Blue Band pertama kali diperkenalkan di Indonesia pada tahun 1936, Iklan-iklan Blue Band pada masa tersebut bervariasi dalam visualisasi, teknik promosi, dan bahasa yang digunakan. Artikel ini menganalisis perkembangan iklan Blue Band pada tahun 1970 hingga 1990-an. Artikel ini ditulis menggunakan metode sejarah, dengan pengumpulan sumber primer berupa arsip iklan Blue Band, dari tahun 1970-1990, sumber sekunder berupa laporan industri, jurnal, dan buku untuk konteks historis yang lebih luas. Hasil penelitian menunjukkan bahwa periklanan Blue Band yang masif di media cetak koran dan majalah berdampak pada popularitas produk. Selain itu, adaptasi periklanan Blue Band yang mengangkat tema-tema seperti kesehatan, nutrisi, dan gaya hidup modern juga berdampak pada penerimaan produk Blue Band di masyarakat, serta pada perkulineran Indonesia.

.....This article discusses the development of Blue Band advertising in Mass Media such as Femina, Dunia Wanita, Kartini, Kompas, Sinar Harapan in Indonesia in 1970-1990. Blue Band was first introduced in Indonesia in 1936, Blue Band advertisements during this period varied in visualization, promotional techniques, and language used, during this period varied in visualization, promotional techniques, and language used. This article analyzes the development of Blue Band advertisements from 1970 to 1990s. This article is written using the historical method, with the collection of primary sources in the form of archives of Blue Band advertisements, from 1970-1990, secondary sources in the form of industry reports, journals and books for more historical context, and books for a broader historical context. The results show that Blue Band's massive advertising in newspapers and magazines had an impact on the product's popularity, popularity of the product. In addition, Blue Band's advertising adaptations that raised themes such as health, nutrition and lifestyle such as health, nutrition, and modern lifestyles also had an impact on the acceptance of Blue Band products in the community, as well as on Indonesian cuisine.