

Analisis strategi pesan dan kerangka eksekusional iklan sunsilk Clean Fresh di Indonesia Malaysia dan Pakistan = Message strategy executional framework analysis of Sunsilk Clean Fresh's television commercial in Indonesia Malaysia and Pakistan

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Abstrak

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Sebagai merek yang dikenal selalu memahami kebutuhan rambut perempuan, Sunsilk bekerja sama dengan beberapa pakar rambut ternama internasional untuk membentuk rangkaian produk Sunsilk Co-Creation. Salah satu produk yang menarik perhatian peneliti adalah Sunsilk Clean & Fresh, shampoo pertama di dunia yang dikhususkan untuk perempuan berjilbab yang dipasarkan di Indonesia, Malaysia, dan Pakistan. Media utama yang dipakai untuk berpromosi adalah iklan televisi, namun ketiga iklan di tiga negara berbeda tersebut menggunakan strategi pesan dan kerangka eksekusional yang berbeda-beda. Oleh karena itu, peneliti ingin menganalisa strategi pesan dan kerangka eksekusional iklan di tiga negara berbeda tersebut dan membandingkannya. Hasilnya, iklan yang berhasil mengemas pesan dengan komprehensif dan tetap menonjolkan keunggulan produk adalah iklan Sunsilk Clean & Fresh di Malaysia. Dibandingkan dengan iklan di Indonesia yang terlalu menggunakan unsur afektif dan iklan di Pakistan yang terlalu menggunakan unsur kognitif. Sedangkan, dari segi kerangka eksekusional, pada umumnya, iklan Sunsilk Clean & Fresh menggunakan kerangka slice-of-life dan authoritative.

ABSTRACT

As a brand that is well-known for its innovation to fulfill women's hair needs, Sunsilk co-works with several hair expert around the world to make Sunsilk Co-Creation product range. One of the product that catches the researcher's attention is Sunsilk Clean & Fresh which is the first shampoo in the world that is specially designed for women with covered hair. This shampoo is marketed in Indonesia, Malaysia, and Pakistan, and use television commercial as one of the medium for promotion, but the three television commercial in these three countries are all different in terms of message strategy and executional framework. That's why the researcher wants to make an analysis about the three of them and make a comparison. The result is the Malaysia's Sunsilk Clean & Fresh television commercial is the best one which combines the cognitive and affective strategy. Telling a great emotional story, while also highlighting the product attribute and benefit. In other hand, the television commercial in Indonesia is too affective, and the one in Pakistan is too cognitive. In terms of executional framework, the one that is most used is slice-of-life and authoritative., As a brand that is well-known for its innovation to fulfill women's hair needs, Sunsilk co-works with several hair expert around the world to make Sunsilk Co-Creation product range. One of the product that catches the researcher's attention is Sunsilk Clean & Fresh which is the first shampoo in the world that is specially designed for women with covered hair. This shampoo is marketed in Indonesia, Malaysia, and Pakistan, and use television commercial as one of the medium for promotion, but the three television commercial in these three countries are all different in terms of message strategy and executional framework. That's why the researcher wants to make an analysis about the three of them and make a comparison. The result is the Malaysia's Sunsilk Clean & Fresh television commercial is the best one which combines the cognitive and affective strategy. Telling a great emotional story, while also highlighting the product attribute and benefit.

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