

## Analisis iklan Coca-Cola dalam 24 versi pada World Cup 2014 sebagai bentuk komunikasi global = The Analysis of Coca-Cola World Cup 2014 Advertisement in 24 Version as Global Communication Form

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### Abstrak

[<b> ABSTRAK</b><br> Jurnal ini membahas komunikasi global yang dilakukan oleh perusahaan multi nasional (MNC) dengan produk minuman berkarbonasi bernama Coca-Cola. Di era globalisasi saat ini, sebuah perusahaan MNC mengkoordinasikan seluruh aktivitas pemasaran ke berbagai negara. Dalam hal ini perusahaan melakukan adanya standarisasi produk, packaging, dan merek. Bahkan, beberapa produk dan jasa secara serempak menyamakan pesan komunikasi atau kampanye penjualannya. Sebagai alat kampanye pemasaran, Coca-Cola merilis 24 versi dari The World Is Ours, lagu untuk menyemarakkan perhelatan Piala Dunia 2014, dengan berbagai bahasa dari bermacam negara. Beberapa negara yang turut merilis lagu ini adalah Indonesia, Mexico, Colombia, South Africa, China, Japan, Argentina, Vietnam, Korea, Middle East, Thailand, Malaysia, South Africa, Nepal, Bosnia & Herzegovina, Myanmar, Romania and Brazil. Dari penjelasan tersebut maka penulis akan meneliti adanya komunikasi global yang terjalin melalui kampanye Coca Cola yang dikaitkan menggunakan konsep glocalisasi.<hr>

<b>ABSTRACT</b><br> This journal discusses global communication conducted by multi-national companies (MNCs)

with a carbonated beverage product called Coca-Cola. In the current era of globalization, a MNC company coordinates all marketing activities to different countries. In this case the company doing the standardization of products, packaging, and brand. In fact, some products and services simultaneously equalize message communication or sales campaigns. As a tool of marketing campaign, Coca-Cola released 24 versions of The World Is Ours, songs to enliven the 2014 World Cup event, with the various languages of the various nations. Some countries are also releasing this song is Indonesia, Mexico, Colombia, South Africa, China, Japan, Argentina, Vietnam, Korea, Middle East, Thailand, Malaysia, South Africa, Nepal, Bosnia & Herzegovina, Myanmar, Romania and Brazil. From these explanations, the authors will examine the global communications established through the Coca Cola campaign are linked using the concept of glocalization.; This journal discusses global communication conducted by multi-national companies (MNCs)

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