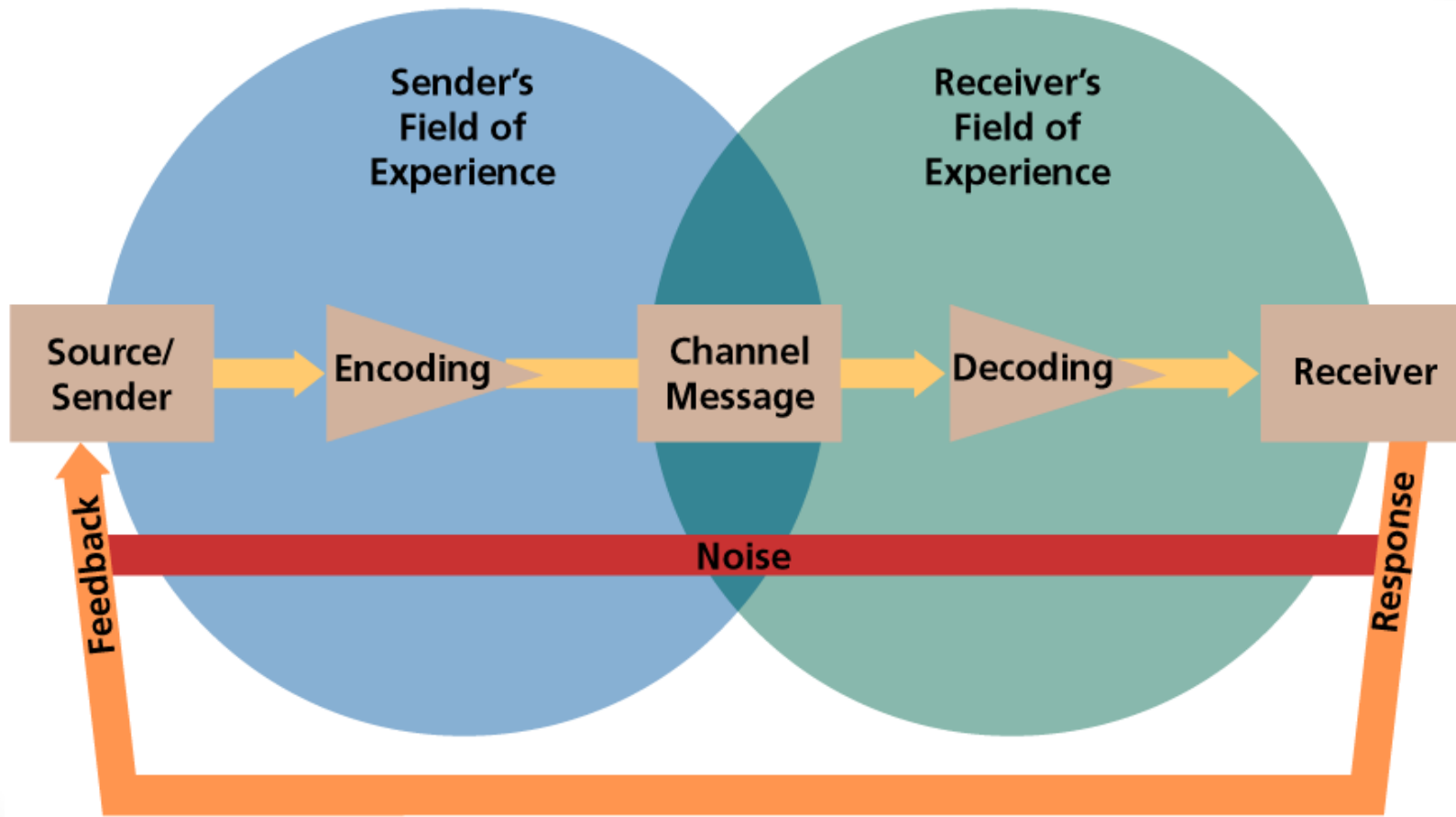


# Pesan, Konten dan Kreativitas

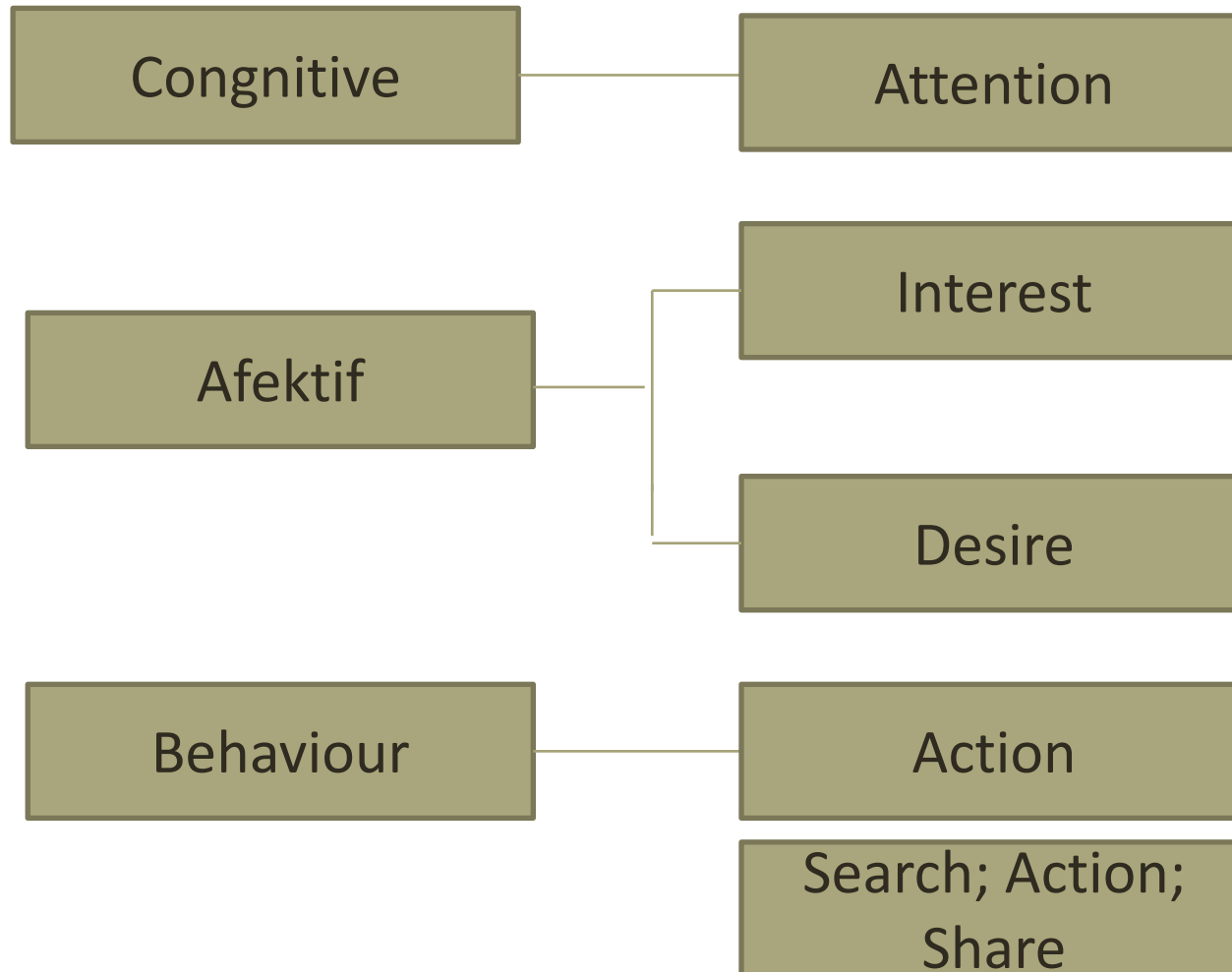


# Proses Komunikasi



# AIDA dan AISAS

## Response Hirarki Model



# Pesan

Lima hal pokok dalam penyusunan pesan:

1. Isi Pesan
2. Format Pesan
3. Sumber Pesan
4. Perencanaan Pesan
5. Evaluasi dan Seleksi Pesan

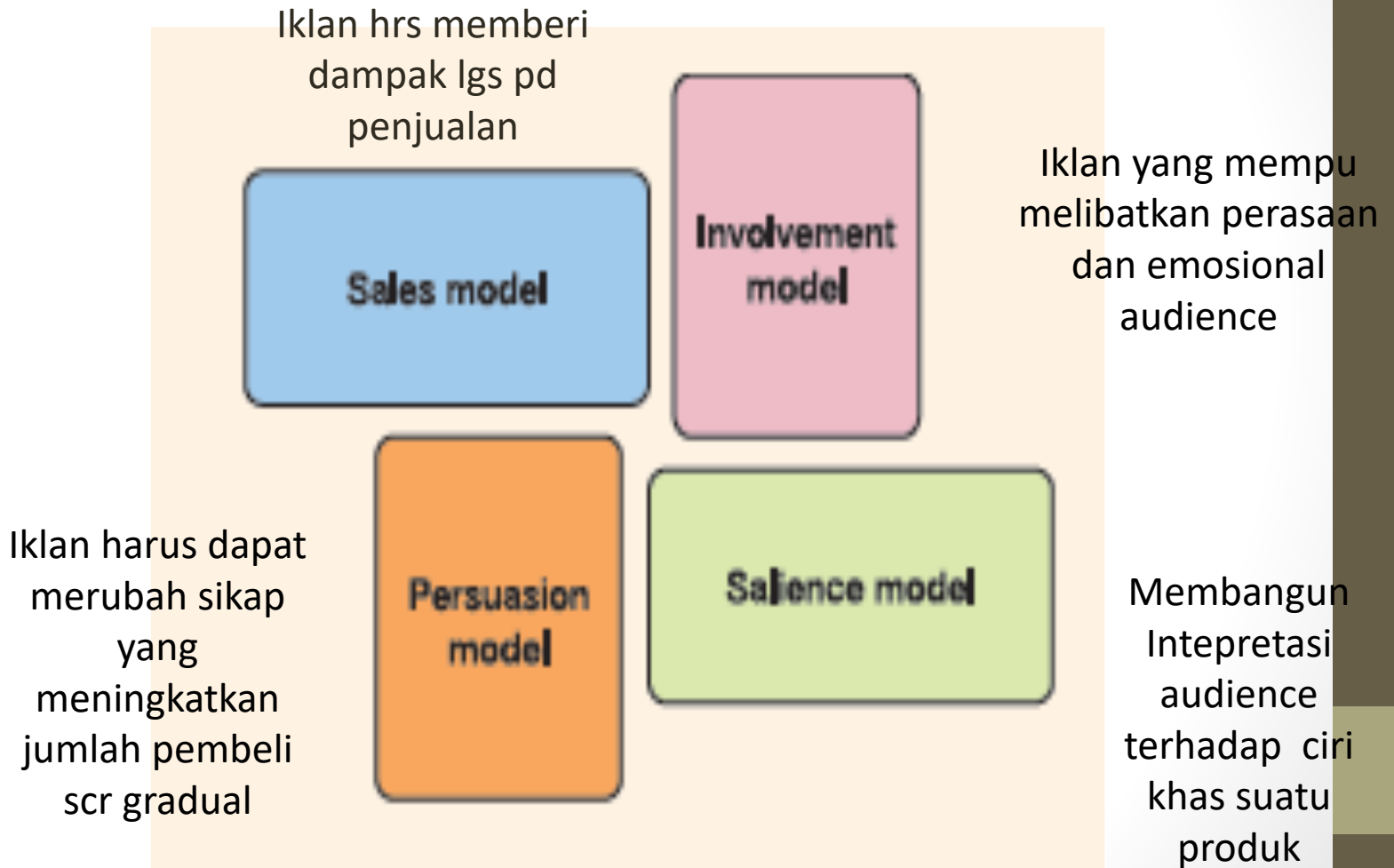


# Keseimbangan Pesan



Kebanyakan situasi menunjukkan baik pesan rasional maupun emosional dibutuhkan seseorang dalam mengambil keputusan membeli

# 4 Kerangka Pemasaran



# Macam-macam gaya pesan iklan:

1. Potongan kehidupan
2. Gaya hidup (*lifestyle*).
3. Fantasi (*fantasy*).
4. Animasi
5. Musikal (*musical*).
6. Simbol kepribadian (*personality symbol*)
7. Keahlian teknis (*technical expertise*)
8. Bukti ilmiah (*scientific evidence*).
9. Bukti atau dukungan testimonial
10. Sex (*sex appeals*)
11. Humor



# ***PENCILS MODEL***

P : Publications

E : Event

N : News

C : Community involvement

I : Identity Media

L : Lobbying

S : Social Investment





# Cara Mendapatkan Kreatifitas

Read anything related to the product or market!

Use the product to become familiar with it!

Listen to what people are talking about!

Conduct studies of product, service, audience!

Work in and learn about the client's business!

Ask everyone involved for information!