

Abstract

Advertising's Function Analyze of Coca Cola Ads "Shared a Coke" Indonesian version

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Communication is some common things that peoples do everyday, everytime, everywhere. Integrated Marketing Communication such as personal selling, advertising, sales promotion, public relations, direct marketing, sponsorship, event, exhibition, merchandising and interactive marketing communication, are some good ways to companies to do to get their marketing products goals.

Advertising's function are to informing, persuading, reminding , adding value and assisting. In this chapter, researcher want to research about one product from a big giant company of cola (food and beverage industries) which release a new ads of softdrink product is coca cola "share a coke" Indonesian version.

This research used qualitative systematic literature review whiches related to the object (Coca Cola advertising "Share a Coke" Indonesian version) such an advertising, related articles, journals, books, and so on.

Resulted from this research is Coca Coca Cola advertising's function of "Share a Coke" Indonesian version is to reminding customers about this product and is a part of integrated marketing creativity activities whiches related to personal selling and sales promotions activities.

Keywords : Integrated Marketing Communication, Advertising's Function, Share a Coke ads

Introduction

Traditionally, 70 percent or more of commercial media revenues have come from advertising (Pavlik&McIntosh, 2011:371). That's why should peoples who worked at advertising agency, advertising industries and related media always keep working hard to get their own target to fill the advertising spot at their media. Today, there's so many peoples using online media to support their marketing communication activities, one of them are advertising activities. " Google has been increased *tujuh kali lipat nilai pasarnya from August 2004. When \$ 29 miliar similar with \$ 215.000.000.000 on Desember 2007. In a year 2007 many online advertising in market industry was brought in a 10-15 time annual income. Online advertising industry has been blow up to the society in a year 2007. Increasingly Google in forex stock to many industries like word processor software, online payment, and portable phone make significant interested. More than 500 articles in Google appear in Google appear in New York Times, Wall St Journal and Financial Times throughout the year.*

Advertising industry business start increasingly using social media tools in a year 2009. Social media include processor such as Facebook, Twitter, Hi-5, social news tools such as Reddit, Digg Propeller, social photo & video sharing tools such as Photobucket, Flickr, YouTube and social bookmark tools such as Del.icio., Simpy. One of advantages from advertising in social media is directly to target market using information like demographic segment. Kelemahannya adalah effectively to measurement advertising using social media metrics, how many 'likes', 'friends' or 'followers' can be conversion to actually selling.

In convergence media era, in a year 2000 lots of peoples using internet to communicated, looking for business relations, new relations, and also to finding a mate, and year by year a convergence media era had boombastic increasingly until now. Organisations engage with a variety of audiences in order to pursue their marketing and business objectives. Engagement refers to the nature of the communication that can occur between people and between people and machines. It refers to the use of communications tools, media and messages in order to captivate an audience, often achieve through a blend of intellectual and emotional engagement or stimulation (Fill, 5:2009).

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others, and core of marketing concepts are needs, wants, demands, products, services, values, satisfaction, quality, exchange, transactions, relationships and markets. Communication itself is the process by which individuals share meaning. Wilbur Schramm (1955) said that the components of the linear model of communication are source, encoding, signal, decoding, and receiver. When peoples doing some communication process whiches they must be had a same meaning of it process, it will make communication become an effective communication. Communication is some common things that peoples do everyday, everytime, everywhere, but How to build it become some effective communication is an uncommon things to do. Companies needs to make effective communication between peoples in the companies or with clients, because it's such a important things to companies to get their goals such as marketing products goals.

Marketing Communication is a blended things, there is no universal definition about marketing communication and there are many interpretations about it. Marketing Communication is about doing some promotional outlook whiches used communications to persuade people to buy products and services. The expression marketing communication

emerged a wider range of tools and media involved and as the scope of the tasks these communications activities were expected to accomplish expanded (Fill,15:2009). We can use marketing communication to influence peoples attitudes, held by a target audience. In today's competitive environment in which product lifecycles are shortening, innovation is increasingly critical and organisations require marketing staff to be accountable for their investment, there is greater urgency to encourage potential customers to test, use or behave towards a product in particular ways. Marketing communications can induce behavioural change by getting people to buy a brand and this might require the use of direct marketing, sales promotion and personal selling (Fill, 151:2009). Based on that fact, we can said that companies need to make something brand new ways to "sell" their companies products or services, customers feedback and responses are depended on how companies can persued with maximum ways. How companies can get it out? Today's there's a ways to get something brand new ways with Integrated Marketing Communication.

Integrated Marketing Communication such as personal selling, advertising, sales promotion, public relations, direct marketing, sponsorship, event, exhibition, merchandising and interactive marketing communication, are some good ways to companies to do to get their marketing products goals. The word "integrated" is used to express a variety of marketing and communications-related activities. "IMC is a process for planning, executing, and monitoring the brand message that create customer relationships" (Duncan, 2008). In this paper, researcher want to research about advertising such a one of part of IMC's.

Now a days, Advertising in digital world such a become a common things, peoples using smartphone, tab, ipad and others everyday doing some communications activities and also looking for advertising activities on their smart tools, such as email marketing, banner ads, pop-ups, interstitials, siperstitials, video, search engine ads, viral marketing, and so on. Earlier, many companies used Non Conventional media or we also called coverage media such as social media or e-marketing by email for doing some marketing things, they said it more easier, efficient and low cost. The last data in a year 2013 from Communication and Informatika Department, Indonesia, said that there's 63 million internet users in Indonesia and 95% from it are social media users. Direktur Pelayanan Informasi Internasional Ditjen Informasi dan Komunikasi Publik (IKP), Selamatta Sembiring said that the most social media used by internet users are Facebook and Twitter. Indonesia is one of the most Facebook users countries, whiches Indonesia as the 4th rank as a countries with lots of Facebook users after USA, Brazil and India, and for Twitter, Indonesia as the 5th rank as a countries with lots of Twitter users after USA, Brazil, Japanesse and England.

Based on data by Webershandwick, a public relations and communication services company, said that Indonesia had about 65 millions active Facebook users, 33 millions such as active users per day, 55 millions active users and using mobile phone to access it per months and 28 millions active users using mobile phone to access it per day. Based on data from Bakrie Telecom company said that Twitter users had about 19,5 millions users from Indonesia from about 500 millions users in the world. (www.kominfo.go.id).

Commercial industries (product and services industries) also needs advertising activities. Based on advertising theory from Belch&Belch,2004 said that advertising function are to informing, persuading, reminding , adding value and assisting. In this chapter, researcher want to research about one product from a big giant company of cola (food and beverage industries) which release a new ads of sofdrink product is coca cola "share a coke".

Literature Review

Integrated Marketing Communication

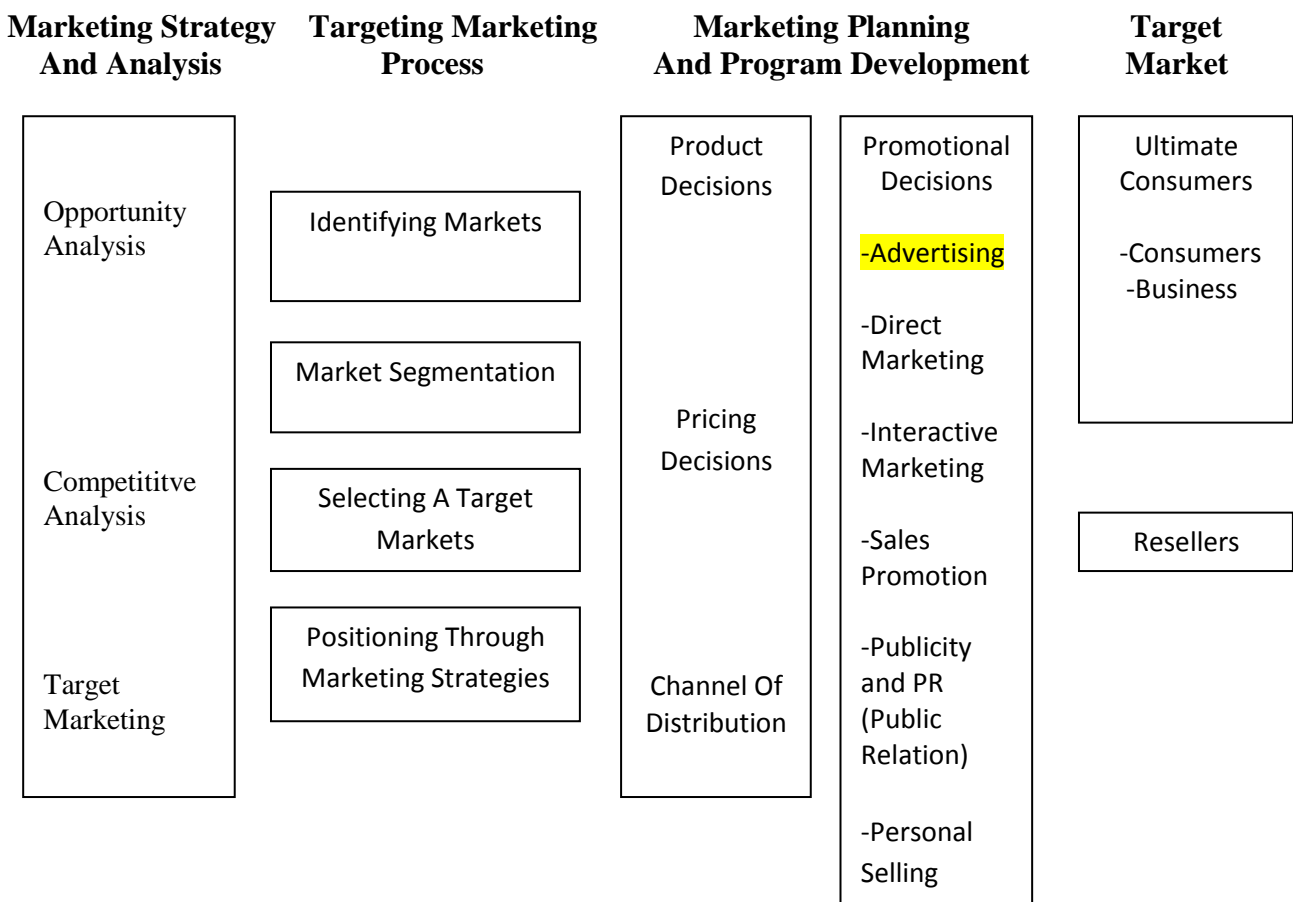
“Intergrated Marketing Communication is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines-for example, general advertising, direct response, sales promotion, and public relations-and combines these disciplines to provide clarity, consistency, and maximum communications impact’. (Taskforce American Association of Advertising Agencies (AAAA) et Schultz (1993), Ogden&Ogden (nd), and Belch&Belch (2010).

“Integrated Marketing Communication (IMC) is a process for planning, executing, and minitoring the brand message that create customer relationships” (Duncan, 2008).

“Integrated Marketing Communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, sutomers, prospects, and other targeted, relevant external and internal audiences.” (Don Schultz & Heidi Schultz, 1998) (Wenats,et.al 2002:9).

“Integrated Marketing Communciation means talking to people who buy or don’t buy based on what they see, hear, feel, etc-and not just about your product or service. It means eliciting a response, not just conducting a monologue. And it means being accountable for results, not just a readership scores or day-after recall-delivering return on investment, and not just spending a budget.” (schultz,et.al(1994):pp.xvii).

Pic. 1 MARKETING AND PROMOTION PROCESS MODEL



There are 4 (four) components in marketing and promotion process model, such as :

1. Marketing Strategy And Analysis

This strategy help companies to allocated a human resources with optimal to get the best marketing project goals. In this component we must pay attention to 3 (three) kinds of analysis, there are opportunity analysis, competitive analysis, and target marketing.

1. Opportunity Analysis

Based on Belch&Belch theory (2009) said that market opportunities is an area that there's so many trend of demand, and companies seeing unsatisfied demand from customers, and products can make some an effective competitive.

2. Competitive Analysis

Based on Belch&Belch theory (2009), competitive advantage is something special that some companies had it, and it can make some point plus for that companies to get some competitive.

3. Target Marketing

Based on Belch&Belch theory (2009), push companies to make goals differentiation based on market segmentation, cost differentiation, variety of marketing mix based on market situation goals.

2. Targeting Marketing Process

Based on belch&Belch theory (2009), there are 4 (four) steps to do some target marketing activities, there're : (1) Unsatisfied Market Identification, (2) Market Segmentation, (3) Aiming speciality target, (4) Positioning based on marketing strategy.

1. Identification

Market identification is something important to do, it help companies to choose a right market.

2. Segmentation

Market segmentation is divided market to some different groups, and they're had same needs, same respons actions (Belch&Belch,2009:p.47).

3. Targeting

Belch&Belch said that there're 3 (three) kinds of marketing activities : undifferentiated, differentiated marketing and concetrated marketing.

4. Positioning

Belch&Belch said that positioning is mix and match some products or services to one or more segment from some market to make some competitive differentiation.

3. Marketing Planning And Program Development

In this part, there're conventional marketing process, such as situation analysis, goals setting, present analysis situation, create some marketing strategy, and human resources marketing allocated and doing some evaluation

4. Target Market

Advantages of Integrated Marketing Communication in Indonesia

There's 2 (two) important parts to doing some IMC's effectivity in Indonesia, there're owner of institutions/companies of products, services or idea, and advertising institutions with supported elements.They'd two different IMS's strategies, the 1st one looking for the

last destination of goals, like increased profit from increased sales, and the 2nd one they doing some marketing and promotion activities that can used IMC's strategies in the field.

Advertising

Based on advertising theories Belch&Belch,2004 said that There're 4 (four) Advertising functions, there're :

1. Informing
Advertising make customers aware with new brand of products or services, to educate customers about many feature and brand's benefits, to create a positive brand image.
2. Persuading
Effectively advertising able to persuade customers to try newly products and services which advertised.
3. Reminding
Advertising keeping the company brand still fresh in the memory of consumers
4. Adding Value
Advertising give more brand's value-added with persuade of customers perception

Advertising Framework

1. The sales framework
This framework is based on customer's mind about sales quality considered valuable when measure the effectiveness of an advertising campaign.
2. The persuasion frameworks
Assumed that advertising worked if advertising able to give effect.
3. The involvement frameworks
Work engagement ads is bring customers from target audience to advertising. Involvement with product development as a consequence of engagement.
4. The silent frameworks
Advertising work with create differentiation from the others ads.

Advertising in convergence era

Based on theory advertising in digital world (Pavlik&McIntosh, 2011:371), There're 5 (five) ways to doing some advertising digital activities such a email marketing, Banner Ads, Pop-Ups, Interstitials, Superstitials, and Video, Classifieds and Auction Sites, Search Engine Ads and Viral Marketing.

Email Marketing

Email is still the most used application on the internet and as such is an incredibly powerful tool for advertising, despite the rapid growth of spam. Like direct mail, email can provide highly targeted audiences. Even better, consumers have the choice to opt in to receive emails, showing their willingness to hear from certain companies. Email also has the advantage of being cheap to produce and send, especially if the message is only text and does not require any design or graphics. The choice can be seen by anyone but are ugly and can be lost in the

cultter of others emails. Advertisements placed within emails by the free onlone services, such as yahoomail, Hotmail, Gmail are also lucrative for these companies.

Banner Ads

In the early days of the Web most online advertising tended to follow the traditional advertising formats, particularly the display-ad model commonly found in print called banner advertising, these online ads went across the top of a page like a banner and could typically be clicked on to take user to the advertiser's website. Today, there are a variety of shapes and sizes of banner ads, including tower ads that take advantage of the tendency of users to scroll down. Such ads may also contain interactive quizzes, video or other animation.

Pop Ups, Interstitials, Superstitials and Video

It as hoped that pop-ip ads would help save advertising online, but they are not without their own weakness. There are twi main types of pop-up ads. One is the traditional pop-up, which appears in a new window when a website is opened, an can be either an interstitial ad or a superstitial ad. Interstitial ads have proven unpopular among users because they must closed the ad browser window in order to see the website they originally wanted to see. To get around this, some advertisers have their pages open to take up most of a page rather than the whole screen. There are also multiple interstitial ads, in which more than one browser window opens, forcing the user to close multiple windows.

Superstitials ads have become more widespread, partly because they are perceive as less obstrusive, and they allowe for ads to be craeted using a variety of multimedia programs and effects. Ads that show up and crawls accross a screen or appear in a corner are examples of superstitials ads.

Ads in video are still being experimental with, as the web has only recently become much more video based. It become clear quite quickly, however that online users did not want to watch a standard thirty second commercial before watching a short video, so when there are commercial before a video runs, they ten to be ten or fifteen seconds at most.

Classifieds and Auction Sites

As noted earlier, classifields online have taken

Research Methodology

Based on research book with tittle "Metodologi penelitian Pada Bidang Ilmu Komputer Dan Teknologi Informasi", Hasibuan (2007: 46) said that there's 3 (three) kinds of literature reviews. In This research using qualitative systematic literature review. There're 3 (three) major aspect to doing the literature review method, there are :

1. Articles survey that related to phenomena
2. Make some evaluation
3. Get the research analyze experience from the old similar topics and the new one

Literature Reviews Steps

There are some literature reviews steps that usually used by researchers, such as :

1. Problems formulation
2. Find the literature
3. Data evaluation
4. Analyze and Interpretation

The most important thing to make some literature review paper research is building the theory and compare between concept, theory and hypothesis with existing literature.

In this research, researcher doing some literature review activities related to the object (Coca Cola advertising “Share a Coke” Indonesian version) such a advertising, related articles, journals, books, and so on.

Findings and Discussion

Findings

Based on data in Kompas.com article on October 5th 2015 there're related article which discuss about Coca Cola ads Share a coke version, which is said that Coca Cola company has launched Share a Coke ads version with 70 popular names of Indonesian peoples. Why it's being something special to this ads version, it's because when Coca Cola Company launched 70 popular names of Indonesian at the same time with Indonesia's 70 th Independent Day, so it make inspiration for Coca Cola company to Launched 70 popular name at 70 years freedom of Indonesia. Based on data interview by Marketing Manager Coca Cola Indonesia Suryanto Gunawan, in Kompas.com article on October 5th 2015 , he said that “70 popular names was selected by Coca Cola's internal research and getting samples from some informans such as Seleksi Nasional Masuk Perguruan Tinggi Negeri (SNMPTN) participants, 2011-2015 periods”, and it's become 1st session of introduction from this ads version, and Coca Cola will launch even more new names in the end of the year.

The 1st launched of popular names of Indonesian's peoples are :

1.	Ari,	Ayu,	Tika,	Aulia,	Pratiwi,	Utami,	Anggi
2.	Tri,	Dwi,	Agus,	Lestari,	Maria,	Novita,	Tyas
3.	Nur,	Wahyu,	Ade,	Riza,	Arya,	Hadi,	Bayu
4.	Ria,	Dian,	Eka,	Indah,	Angga,	Rizal,	Mila
5.	Lia,	Yani,	Rina,	Adit,	Astuti,	Indra,	Yudi
6.	Adi,	Putra,	Nurul,	Yulia,	Anna,	Gita,	Andy
7.	Rian,	Andi,	Arif,	Annisa,	Rini,	Fajar,	Ilham
8.	Sari,	Sri,	Rizki,	Amalia,	Kusuma,	Rio,	Dinda
9.	Ika,	Yuni,	Maya,	Devi,	Widya,	Agung,	Andre
10.	Putri,	Dewi,	Wulan,	Ajie,	Budi,	Reza,	Yunita

The goal of this marketing advertising strategy is Coca Cola Company hope that's there will be a lots of potential buyers of this product who can share special moments whiches builded by share a simple package coke with “popolar names” version and this strategy compatible with Coca Cola's company all around the world mission is continue to create share a happy moments with this Coca Cola version. That matter is compatible with point of view from Coca Cola Communication Manager Andrew Hallatu on his press release at Kompas.com.

Based on author analyze that in this section Coca Cola company used reminder function of advertising. Share a coke ads version is a simple advertising are published in digital era advertising, an ads published in lots of media social activation such a twitter, facebook, youtube, instagram. Based on analyze in #shareacoke official website, Coca Cola company have other strategy that we can see in <https://shareacoke.coca-cola.co.id/event>, every customers who has no name in 70 populars name in 1st launched of popular name can create virtual name and join the share a coke moment.



Share a Coke's Event

Message Blast on Share a Coke's Event (Indonesia version)

Udah nemu nama kamu di botol COCA-COLA, atau masih nyari-nyari nih? Siap-siap kejutan berikutnya, karena #ShareACokeID nggak akan pernah kehabisan ide buat bikin kamu makin semangat ngejalanin hari – hari.

Sekarang #ShareACokeID makin dekat sama kamu, karena tim #ShareACokeID bakal muncul di hypermarket dan supermarket di beberapa kota dan kampus-kampus di Jabodetabek cuma untuk kamu! Bakal ada acara seru, dimana kamu bisa mencetak nama kamu dan temen-teman kamu di kaleng COCA-COLA!!! (Akhirnya :'))

Caranya gampang! Kalo kamu berada di hypermarket, cukup dengan beli 1 kemasan COCA-COLA 250ml isi 6 dan 3 MINUTE MAID PULPY FRUIT BITE untuk bisa mencetak nama di 3 kaleng COCA-COLA 250ml dengan nama kamu, teman, atau nama keluargamu. ([Syarat & Ketentuan](#))

Atau kalo kamu berada di supermarket, cukup beli 2 kaleng COCA-COLA 250ml dan 2 MINUTE MAID PULPY FRUIT BITE untuk bisa mencetak nama di 1 kaleng COCA-COLA 250ml dengan nama kamu, teman, atau nama keluargamu. ([Syarat & Ketentuan](#))

Nah, buat teman-teman mahasiswa, beli aja 1 COCA-COLA botol plastik ukuran 250ml/425ml atau 1 kaleng COCA-COLA ukuran 250ml di kampus, dan 1 kaleng COCA-COLA ukuran 250ml di booth #ShareACokeID, kamu bisa mencetak nama di 1 kaleng COCA-COLA 250ml dengan nama kamu, teman, atau nama keluargamu. ([Syarat & Ketentuan](#))

Setelah berhasil dapatkan COCA-COLA-nya, jangan lupa buat capture momen kamu dan teman-teman kamu di photobooth COCA-COLA yang hasilnya bisa banget kamu pameran di semua socmed kamu! Epic banget kan?

(source by :<https://shareacoke.coca-cola.co.id/event/detail/mau-kaleng-dengan-namamu>, access on Oct 13th 2015:6:38 am).

Based on those blast message, Coca Cola company using integrated marketing strategy to support share a coke moment which is one of event from Share a coke version. After launched share a coke ads version on online media such as youtube, facebook, instagram, or link website by twitter, Coca Cola company using event as one of IMC'S activities which in the event there're some IMC's activities such as personal selling and sales promotion activities. Analyzing in the blast message Coca Cola company doing some

sales promotion activities like bundling products with the other Coca Cola's company product such a minute maid pulpy fruit bite. So, the IMC's strategy is very effectively when some company used to launched new products, re-launched products or just reminding some old products which package with a new atmosphere like Coca Cola share a coke products.

Share a coke ads using online media to reach potential customers. Share a coke using online media activation such as share a coke site (*ShareACoke.Coca-Cola.co.id*), *Facebook* (Coca-Cola), *Twitter* (@CocaCola_ID), *Instagram* (@CocaCola_ID), and *LINE* (Coca-Cola Indonesia). Customers can finding their name or others for sharing a happy moments with Coca Cola Share a Coke product's digitally, that's the point of Coca Cola Share a Coke ads, so in a new packaging of this ads, company wants to build customers's awareness.

Discussion

Based on Advertising's Functions theory said that ads function are to Informing, Persuading, reminding and adding value (Belch&Belch,2004). In this research, researcher used Coca Cola ads Share a Coke version to analyze the function of this ads and after looking from many kinds of literature such a related articles, books, theory, online ads Share a Coke version, this Coca Cola ads Share a Coke version function is to reminding customers with this Coca Cola product, which package with a newly creativity ideas of advertising message such a "personal message" to customers who bought this product and customers can share this happy moments with the others. 70's popular Indonesia names that create in Coca Cola tins used as a tools to customers who wants to share a happy moments with closest friends, families. The 70's popular Indonesian name is one of first step from Coca Cola in this ads version, and there will be another name until this last year.

To support the Share a Coke ads version, Coca Cola company using Integrated Marketing activities such a event. They make some event in online media and in that event customers can make they name in customly by them self in Coca Cola's tins and share that moments with the others. But, in the event's activities there're IMC's activities such a personal selling and sales promotion activities who had author polecat in findings part of this paper. So, when some companies doing IMC's activities, in this case is Coca Cola's company, the IMC's activities is related from one to other. When Coca Cola used an advertising as a tool to reminding customers and make some awareness from customers to this product, there're probably appear the others tools of IMC's, in this case are personal selling and sales promotion activities.

Conclusion

Conclusion of this research are Coca Cola company used Share a Coke ads Indonesian version is to remind customers and refresh awareness of customers with make some creative ads with share a coke moment, which customers can share a happy moment with friends, families with give some coke with personal name of someone which printed on Coca Cola's tins or created a customs personal name in one of Coca Cola's Share a Coke event on officially website of Coca Cola Share a Coke. Share a Coke ads Indonesian version supported by others IMC's tools such a personal selling and sales promotion and it make more effectively to companies who using IMC's tools to do their marketing activities

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Website

www.kominfo.go.id

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