

***A COMPARATIVE STUDY ON TVC AND WEB SERIES OF TROPICANA SLIM
ADS IN STEVIA “SORE” VERSION***

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ABSTRACT

Advertising is one of the most effective ways in marketing communication. creative concept in advertising will make a wonderful advertising too, where a great idea make a different message to attract the attention of consumers. The advertising will be perceived by the mind, how an a advertising try to attract the attention of audience, until an ad is well remembered by the audience. In this study, aims to determined audience perception, is there any different where audience look in the same ad but different platforms, are TV commercial (TVC) and youtube (Web series). In persuit of the research, the author use quantitativ methods by using selective persepsion. Belch and Belch by four stages of the perception process, among others: exposure, attention, comprehension and retention. From the results of the research is known that, the perception of the audience on the cast of the ad, the sequence of scenes, the background of advertising and the uses of sound or music in the ads do not show differences in the level of audience perception.

Keywords: Ads, Perception, TV commercial, Youtube.