

## **ABSTRACT**

*Advertising is one of the media means of providing information with the aim of attracting the attention of potential customers or the general public that has persuasive characteristics. Companies from various sectors have advertised their products through the internet, one of which is OPPO as the advertised product is OPPO Find N3. The production process of making this advertisement will be discussed to further examine how to apply product awareness to the OPPO Find N3 content on detikcom. With the method of in-depth observation in the field, this work is expected to provide insight into the application of product awareness in the ad production process starting from pre-production, production, to post-production. In-depth understanding of product knowledge becomes the main point in the pre-production stage in determining product awareness. This will make it easier for the production process to be understood by the entire crew to understand the product awareness to be conveyed to the audience. In emphasizing product awareness, the post-production stage needs to add graphics. So that the project can be recognized physically and non-physically, advantages and uniqueness, also can be compared with competing products.*

**Keywords:** *Advertisement, Product Awareness, Production Procces*