

# CHAPTER I

## INTRODUCTION

This chapter presents about background, problem formulation, problem limitation, and research benefits.

### **1.1 Background**

Small businesses play a vital role in the global economy (Karadag, 2015). Small business owners faced marketing challenges to gain competitive market position. They struggle to develop an effective marketing strategy to engage customers and to survive (Taneja, & Toombs, 2014).

The strict competition in attracting viewers has forced companies to produce creative advertisements. The advertisements provide quite a lot of information ranging from the background of the product, its advantages, comments or testimonies by public figures. The aim of advertising is to persuade the customers by capturing the attention of customers and convincing them to buy the products advertised (Pan, Torres, & Zuniga. 2019). Advertisements are published to consumers through various media such as magazines, newspapers, radio, television, and the internet. However, in this time, viewers are now more selective in accessing information or advertisements (Knobloch-Westerwick, Westerwick, & Sude, 2020). To ensure the exposure to the target viewers, advertisers need to create effective advertisements. Creative visuals and verbal persuasions in the advertisements play a pivot role to attract viewers (Tevi, & Koslow, 2018).

Persuasive advertisements are one of effective ways to introduce any product including food product. Food product are fundamental need of every human because it can be seen from everyone wants to enjoy it. However, in many occasion people want more; they want to find tasty, healthy food, the best places to eat and etc. Thus, food businesses must be able to explore these food potentials. The example of food products here are Pempek and Mie Celor as Palembang traditional food. Pempek and Mie Celor are readily available in many places that

the consumers can purchase. They provided ready-to-eat meals at affordable prices as well.

Pempek and Mie celor as traditional food in Palembang. Traditional food selling is largely an informal nature of retailing enterprise which is a common practise in Indonesia. They are frequently unregulated business and mainly used to solve socio-economic short comings. There is therefore an urgent need to promote the local food vendors, particularly in Palembang city so that the vendors are easily accessible and affordable to all. Social media marketing can be used to improved survival rate of small businesses (Wamba & Carter, 2014). However, many small business owners fail to manage digital media when developing marketing strategies (Hassan, Nadzim, & Shiratuddin, 2015). There is no study on how small industries manage their native advertisement to enhance their selling.

Youtube, facebook and instagram are among the kind of social media platform that can be used as online advertisement which can capture the attention of most online viewers. The media are already huge and widely known in the country. However without the appropriate marketing strategy, the advertisements are skipped or rejected by viewers. To attract visitors to the links and make more sales, e-commerce advertisers must come up with some creative strategies to market their product, such as innovating the way of advertising using video advertisement as the marketing process. The online shop which makes video advertisements could employ some distinct elements from the common video advertisements to compete among other advertisements based on *AIDCA Model*.

The generic structure possessed by YouTube video advertisement contains more than just the visual images and linguistics component like the regular advertisement (Cheong, 2004). Video advertisements include not only the linguistic elements, but also the copy writing elements of video advertisements. Elements are in line with the definition and they help to realize the purpose. Therefore, those key elements, genre and copy elements, are important in constituting a video advertisement with great potential online shop's customers.

Generic structure and promotional elements of online advertisements play a vital role to persuade viewers. The current study focuses on generic structure and promotional elements used in the advertisements of Palembang cuisine products. Related to this study, two advertising videos entitled “Delicious, Satisfactory and Cheap and Here is a Delicious and Healthy Noodle” were analyzed. The advertising videos are interesting to use because they promote Palembang cuisine. Promotion is done through native advertising video which is different from other online advertising. Native advertising is more likely about content than a video. This makes those videos interesting to be used, because it is rare to find Palembang cuisine promoted through native advertising. This study entitled “**The Analysis of Generic Structures and Copy Elements of Two Cuisine Advertising Videos**” investigates the generic structure of the video scripts and copy elements used by advertisers in order to capture the attention of customers.

## **1.2 Problem Formulation**

Based on the discussion in the background above, the problems can be formulated as follows:

- a. How is the generic structure in the video advertisements deployed by the copy writers?
- b. How are the copy elements distributed in the generic structures of the two video advertisements?

## **1.3 Problem Limitation**

In order to make this study more detailed and focused, the scope of the study was limited to the generic structure used in the video copy of two advertisements. The scope of discussion is limited based on the problems, therefore, it includes the following: The aim was to examine the generic rhetorical structure used by advertisers in order to attract customers and also to investigate the copy elements of cuisine products advertisement that persuade the viewers to

purchase the products. For this purpose, the study has used Theory proposed by Barron (2012) and AIDCA formula to identify the generic structure. Furthermore Maslen Theory also used to investigate the distribution of copy element in the advertisements. By using purposive sampling the writers selected two advertisements and case study was qualitative in nature. Data were collected from video script advertisement and these advertisements were taken from online video. Thus this study tries to explore how small businesses advertise their cuisine using online media to promote their products.

#### **1.4 Research Benefits**

Future studies on advertising are expected to adopt best practices and effective advertising strategies from this study to help exploit potential benefits and assess which verbal devices of video advertisements and strategies are most beneficial to achieve competitive advantage of video advertising.