



## Advertising as A Marketing Communication



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### Abstract

Theoretically delivering the concept and design of marketing and management, serving our clients with the most innovative techniques and ideas essential in today's competitive market for the success of any brand or product. At Abstract, we believe in superior customer service that is second to none, creating an unforgettable brand value with cutting-edge solutions and connecting your products to the right audience. Advertising as a marketing communication. The most basic concept underlying marketing is a human need. With the changing times, the need developed into a desire to consume a product with certain characteristics. Definition of marketing according to marketing is a social process with the process of individuals and groups obtain what they need and want by creating, offering, and freely exchanging goods and services of value with others.

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## 1. Introduction

Advertising is a marketing communication media are often used in the economic activity in an effort to introduce the product to consumers. The competitive market situation makes no business that can survive a long time without the support of the marketing communications mix such as advertising effective and efficient. Advertising as a means of marketing products or services should be able to look attractive and persuasive (Jefkins, 1997: 15). Certainly, when we look at the increasing number of people it is not possible either the growing needs of people in everyday life. It became a consequence for producers who are present in an attempt to answer the needs of people see the presence of competition among the various companies concerned. One of the roads taken by the company is the ability to manage and deliver information to consumers related products through advertising activity.

In modern marketing strategy, where advertising has become a claim that can not be avoided for the sake of a product offered in order to receive attention in public life. This form of advertising products shown in the various spaces and media both print and electronic media, the majority of verbal and nonverbal markers have no connection between the product or service being marketed. Interpretation of advertising through various media tend to build reality in order to establish the value of a product. The value displayed in order to obtain a strong response from consumers. Therefore, the representation formed of a product containing other elements eg marketing media has been shaping the image of the individual, the lifestyle group of people, and the satisfaction of certain circles. Party advertisers should

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pay attention to the message content, message structure, message format, and the source of advertising messages so that the messages conveyed in advertising to consumers are easy to remember, so as to influence consumer purchasing decisions in terms of drive needs, desires, motivations and influence of the surrounding environment. From the consumer side, the ad itself is seen as a media provider of information about the capabilities, pricing, product functionality, and other attributes associated with a product.

## 2. Research Methods

The present study applied qualitative methods. All data is analyzed descriptively. It is used a paraphrase to explain, elaborate, and explore regarding the phenomenon belonging. The conclusion is the last remarked based on the previous description.

## 3. Results and Analysis

Advertising as a marketing communication. The most basic concept underlying marketing is a human need. With the changing times, the need developed into a desire to consume a product with certain characteristics. Definition of marketing according to Kotler (2002, 10) marketing is a social process with the process of individuals and groups obtain what they need and want by creating, offering and freely exchanging goods and services of value with others.

In general, the goal is to maximize consumer marketing system, maximizing utility (satisfaction) consumption, maximize choice, maximizing the quality of life, as well as improving the quality, quantity, availability, price, and environment. Marketing communications is a continuous dialogue between buyers and sellers in a market segment (DeLozier, 1976: 168). It emphasizes both directions of information and persuasion to support the marketing process to function more effectively and efficiently (Nickles, 1984: 7). Kotler (1989, 40-46) explains that marketing communications are the process of production, processing, and delivery of messages through one or more channels to the target audience group, which conducted continuously and is two-way with the aim of supporting the effectiveness and efficiency of marketing a product, Marketing communications through advertising promotional activities is one of the strategies to introduce or explain a product is marketed. The strategy is often used in the target market is the grouping target markets/segments as an area of prospective buyers/users. Ads that means a message that offers a product aimed at people through a medium (Kasali, 1995: 9). Advertising is a means of communication to the products being delivered through various media with the initiator charge to people interested in approving and following. Advertising is media information created in such a way in order to attract audiences, original, and has certain characteristics and persuasive so that consumers or the public voluntarily compelled to perform an action in accordance with the desired advertisers (Jefkins, 1997: 18).

## 4. Conclusion

This form of advertising products shown in the various spaces and media both print and electronic media, the majority of verbal and nonverbal markers have no connection between the product or service being marketed. Interpretation of advertising through various media tend to build reality in order to establish the value of a product. The value displayed in order to obtain a strong response from consumers. Therefore, the representation formed of a product containing other elements eg marketing media has been shaping the image of the individual, the lifestyle group of people, and the satisfaction of certain circles.

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### *Statement of authorship*

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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