

ABSTRACT

Amyratunisa Sidhika (0710020068), Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Brawijaya Malang. *Penggunaan Unsur Drama Pada Iklan Televisi untuk Meningkatkan Fungsi Iklan (Studi Pada Iklan Pond's Flawless White 7 Days To Love)*, Pembimbing: Dr. Bambang Dwi Prasetyo, S.Sos, M.Si., dan Nufian Susanti Febriani, S.Ikom, M.Ikom.

One innovative idea in television advertisement was the use of dramatic substance to describe the story of life. The advertisement with dramatic substance was also useful to improve advertisement functions. Research type was descriptive with qualitative approach. Data were collected through interview and documentation. Research was focused upon: How the advertisement of a product could be described through dramatic substance? and How the advertisement with dramatic substance could improve advertisement functions?

Result of research indicated that the use of advertisement with dramatic substance had improved advertisement functions because advertisement theme could be adjusted to the market target of the advertised product. Characters and characterization were selected based on the criteria of the advertised product. Story plot must be consistent to product advantages. Message content was communicated through story plot and product close up was inserted into story plot without ruining the story. Non-verbal and verbal linguistic styles were involved. Non-verbal was made through expression to support the story and the advertised product. Verbal language was given by emphasizing on audio aspect while explaining product, and also on written material which exposed advertisement functions.

Result of research also showed that dramatic substance had supported advertisement functions because information of product was given in complete and understandable ways throughout story plot. Persuasive function of advertisement was to convince the audiences by story plot and also by the expression of characters in the story plot. Reminding function was performed by making advertisement more attractive, distinguished from others, more impressing, and more to be seen due to the effect of be-continued. Value-added generation function was realized when audiences could enjoy story plot other than product advertisement, and also when there was positive values developed from the play of characters. It was concluded that advertisement with dramatic substance could improve advertisement functions because this advertisement had been successful in providing more complete information, persuading audiences through attractive story, reminding audiences because advertisement was broadcasted through several episodes, and giving added-value through positive value developed by the characters and also through the enjoyment of consumers on story plot.

Keywords: *Dramatic Substance, Television Advertisement*