

THE STRATEGY OF AMBIGUOUS CONTENT ADVERTISING USED BY NESTLE TO CONVINC THE CUSTOMERS

Student Name : Haris Hakimullah
Student ID Name : 5504201006
Supervisor Lecture : Dr. Halim Dwi Putra M.AB
Student Institue : State Polytechnic of Bengkalis

ABSTRACT

This study aim to describe on analyzing ambiguous advertising content from Nestle Company products. The research was conducted using qualitative descriptive analysis technique. The data are gathered, handled, processed, examined, and descriptively presented. Three videos were selected for study: "Bear Brand Bear Milk Advertisement from Nestle," "Take a Japanese-Inspired Break with KitKat Green Tea," and "Nestle MILO ad 2017 - Grow with sports." The results of study showed that a brand is better recalled and recognized when it is advertised on a creative medium instead of a traditional medium. Those selected advertisement contain the mediation effects of perceived surprise, perceived humor, and perceived persuasive intent on consumer cognitive, affective and behavioural responses. In conclusion, analyzing advertising content requires examining various elements, including visual and textual elements, target audience, emotional appeal, and placement and medium, as well as social and cultural impact.

Keywords: Nestle, Ambiguous Advertising, Content