

CHAPTER I

INTRODUCTION

1.1. Background of Study

Content Advertising is content developed for promotion via paid advertising channels and designed to persuade the receiver to take some actions, now or in the future. According to this definition there are three criteria for determining whether a message is advertising. First, some persons or company have paid for the advertising to create a message and paid for the media time or space into which it is channeled to reach people. Second, advertising is carried via media (media) such as iPads, cell phone, television, newspapers, magazines, and even social networks such as Facebook, Instagram, Twitter and You Tube. Finally, advertising is persuasive in nature. The exact persuasive intent may vary, but the reason the source paid to have that advertisement reach you is either to inform you about something likely to change your behavior or to make you experience emotions that lead you to feel good about a brand or an idea and want to acquire it, learn more, and soon.

Talking about advertising, for some people advertising is regarded as an art, while others see it as a science. To this background, advertising is a unique combination of both variables. The use of attractive and effective language is vital in the content advertisement. One of the examples of successful methods in content advertisement is the use of ambiguous language and interesting content. Ambiguous language describes speech that doesn't have a singular meaning but represents different ideas, objects, or individuals.

Nevertheless, for a successful promotional activities advertising skill must be employed using words, pictures, slogans, jingles, colours, size and movement etc to entice the reader, viewers, listener or passer by to stop, look, listen, read, develop interest, be convinced and then taken action. Based on the data and information above the writer focuses on the ambiguity content advertising in English food and beverages product in Nestle Company.

Nestlé S.A. is a global producer of food and drinks with its headquarters located in Vevey, Vaud, Switzerland. Since 2014, this firm has produced the most food in the history of the world. The writer chooses Nestle Products as the object under investigation because Nestle is number one of the top 10 largest food and beverage companies in the world in 2019 (retrieved from <https://thehumblerich.com/top-10-largest-food-beverages-companies-in-the-world-in-2019>). This is evidenced by the many Nestle products that are spread across all branches in the world. Based on the problem above, the study is focused on “Ambiguous Content Advertising Strategy Used by Nestle to Convince the Customers”.

Unfortunately, people still have difficulty finding the appropriate meaning since there are numerous meanings and interpretations of Nestlé goods commercial text that contains confusing expressions. Therefore, through this reaserch, the writer is intrested to analyze “Ambiguous Content Advertising Content Strategy Used By Nestle To Convince The Customers” as the title for the final project.

1.2. Formulation of the Problem

The problem is formulated into “How the ambiguous content advertising strategy used by nestle can convince their customers?”.

1.3. Scope and Limitation of the Problem

In each system, of course, there are advantages and disadvantages of each. However, to simplify the writing of this proposal, the authors limit the problems to be studied so that the discussion becomes clearer and more focused. Based on the background and identification of the problems above, this research will be limited into Content Advertisement that used by Nestle.

1.4. Purpose of Study

The purpose of the study is to know how the ambiguity content advertising strategy applied by Nestle can convince their customers and meanig of their content advertising.

1.5. Significance of Study

The benefit of this research are:

1.5.1 For Researchers

As a medium to apply the theory obtained in studying Ambiguous Language and Content Advertising as information material for further research.

1.5.2 For Students

Students can learn about successful marketing strategies in the digital age by looking at the marketing communication strategies used by Nestle Company. Additionally, they can gain insightful knowledge about how businesses engage with their target market and cultivate a devoted clientele.

1.5.3 For Other Parties

This research is expected to be a reference material that can provide views or thoughts and ideas for other research according to the type of research. This research is useful for adding information in increasing consumer purchase intentions.