

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of study**

In today's era, every company inevitably faces rapid market development and increasingly fierce competition. For this reason, the existence of marketing communication strategies can help companies effectively strengthen their brand image and increase brand awareness among consumers. Many companies compete for consumer attention by building a positive image for their brand. Therefore, companies must have a competitive strategy to win market share through marketing and operational efforts. The key to a competitor's strategy is marketing communication, which is the process used by companies to convey messages to their target audiences. It involves various communication tools, including advertising, sales promotion, public relations, and digital marketing.

A marketing communication strategy is a systematic plan that aims to effectively and efficiently communicate the value of a product or service to a target audience. This marketing communication strategy includes the selection of messages, communication channels, and methods used to reach consumers, build brand awareness, and encourage purchasing behavior. Using marketing communication strategies can create strong and sustainable relationships between companies and consumers and can achieve marketing goals such as increased sales, brand recognition, and customer loyalty.

In designing a marketing communication strategy, companies must consider various elements, including market analysis, audience segmentation, and brand positioning, as well as the establishment of appropriate messages and effective distribution channels. By using this strategy, companies can ensure that the messages delivered are consistent, relevant, and appealing to the target audience and support the achievement of the marketing objectives that have been set. Marketing communication is very important to refer to all messages and media that can help communicate with the target market. With the use of media such as television, radio, print media, and the

internet, companies can gain wide attention for their products and services. The dissemination of messages through various media channels to be able to inform, persuade, and remind consumers about products and services.

Therefore, the use of media as a marketing communication strategy tool plays an important role in increasing reach to the audience. An effective strategy in digital marketing is to use content variety, to attract attention and increase interaction using different forms and formatted content. Using variations such as text, images, videos, infographics, and interactive content, brands can communicate their messages more effectively according to the different preferences of their target groups. Furthermore, a content variation strategy can also help optimize search engine visibility and social media algorithms, including popular platforms like Instagram. As one of the most highly committed social media platforms, Instagram offers a variety of content formats, including FeedPost, Instagram Stories, roles, and IGTV. Using features such as hashtags, location, comments, and DM interactions, businesses can expand news about the company and build more relationships with customers. Spreading messages through various media channels can also inform, persuade, and remind consumers about products and services.

Then, in marketing communication, language is also needed. The language used in marketing communication plays an important role in shaping consumer perceptions and influencing purchasing decisions. The function of language in marketing is not limited to disseminating information. This role is to create messages that match the emotions of the audience and create a sense of connection and trust. Language is used to tell a story, highlight benefits, and differentiate a product from competitors. By choosing words and phrases carefully, marketers can elicit the desired response and build a strong brand identity. The use of language becomes more important to attract attention and can maintain consumer interest in marketing communication strategies. This marketing communication strategy is one of the most effective strategies for advertising campaigns.

In the context of marketing communication, advertising is one of the most powerful and successful methods. The main way is that brands can interact with target markets to spread messages about their goods, services, and morals through

advertising. Different forms of advertising offer advantages that can be used tactically to target different market niches. Attracting customer interest and attention to a product or service is the main goal in advertising. With the existence of advertising platforms, such as social media, digital advertising and traditional channels now play an important role in modern marketing strategies, which can provide various options for businesses to promote their products. One of the media that is often used is Instagram. Instagram is a social media that is much in demand, utilized, and the most popular. As the most popular media and with a large number of active users, Instagram is a very potential means to bring businesses closer to their consumers. Through the interactive features available, such as Instagram Stories, Reels, and paid advertising features, businesses can design a more personalized, dynamic, and engaging communication strategy. This allows brand messages to not only be well conveyed but also reach the right audience at the right time. In other words, Instagram not only serves as a promotional channel but also as a medium to build long-term relationships with customers, strengthen brand identity, and increase business competitiveness in the digital era.

Therefore, using advertising as an effective advertising campaign can help businesses build a good reputation, attract customers, and ultimately increase sales. Advertising campaigns in this context seek methodically to reach the target audience with messages in the hope of influencing customers to increase sales, create a good impression, and increase consumer awareness of goods and services. Understanding the function of advertising campaigns in achieving marketing success and being able to leverage current market trends in different clients' reactions to needs that need to be met are two of the most important aspects of advertising campaigns.

Effective advertising not only highlights product features and benefits but also creates a strong brand image and emotional connection with the audience. By responding to consumers' wants, needs, and expectations, advertisements can foster brand loyalty. Creativity and innovation in advertising are essential to standing out in the competitive world of marketing. Compelling advertisements often use stories, humor, and visual elements that are engaging and capture the attention of viewers. In addition, the use of catchy slogans and jingles can increase brand awareness and recall.

In the digital age, interactive and personalized advertising is gaining popularity, allowing brands to connect with consumers more directly and measurably. Then, strategic placement and timing can increase the effectiveness of advertising.

Ali (2017) says that digital marketing is a term for interactive marketing that uses digital techniques. The main goal is to create brand awareness and increase sales. Every company needs to determine a strategy to meet customer needs. Several companies use marketing strategies, namely Nike and Adidas. Nike and Adidas are the world leaders in sportswear. From 2000 to 2015, Nike has been spending on digital marketing, and in return, Nike has lagged far behind its competitors in terms of revenue generation. Meanwhile, Adidas is the leader after Nike in sportswear. Nike uses one of the best methods of mobile marketing and has captured the sportswear market. But Adidas is also not inferior in using marketing strategies to generate greater revenue.

Nisrina (2023) states that Adidas is a very famous brand of sports shoes and clothing and has become a global icon in the world of fashion and sports. Since its founding until now, Adidas has experienced an interesting and successful journey as one of the leading brands in the sports industry. Adidas was founded by Adi Dassler in 1949 in Herzogenaurach, Germany. Previously, Dassler had been in the shoe industry since the early 1920s with his brother, Rudolf Dassler, under the brand name 'Gebrüder Dassler Schuhfabrik' or Dassler Brothers Shoe Factory. However, in 1948, their relationship broke down, and Adi Dassler went on to found the brand 'Adidas' from an abbreviation of his name and surname. The 'Adidas logo consists of three parallel lines forming an inverted 'V', which is a depiction of the shape of a sports shoe.

Adidas has a very high brand awareness. The brand is widely recognized across various consumer segments and is often associated with athletics, innovation, and lifestyle. Adidas' brand awareness is reflected in its strategic partnerships with famous athletes, sports clubs, and major influences in pop culture. Brand awareness is key to building an emotional connection between a company's brand and potential consumers. Through creative and effective advertising campaigns, businesses can get their brands noticed by consumers and stand out from their competitors. Advertising campaigns can also help change consumers' perceptions of certain products or brands. When a brand's image or reputation is facing challenges, signaling an advertising

campaign can help change consumers' minds. However, some inappropriate or controversial advertisements can damage brand image and erode consumer trust.

According to Sam (2024), Adidas has raised its full-year earnings projections after a strong performance in the second quarter of this year. The apparel manufacturer now expects 2024 operating profit to reach around €1 billion, a significant increase from its previous projection of €700 million. The exchange rate currently values €1 at \$1.09. The latest forecast from Adidas underlines the company's successful strategy and adaptability in a competitive market.

Based on the achievement from the Adidas brand, it is interesting learning more about the analysis of the advertisement campaign as marketing communication strategies used to campaign about the product of Adidas. Adidas looks successful in advertising and has been successful in its marketing communication strategy. This shows the importance of a well-designed advertising campaign and an effective marketing communication strategy in helping companies achieve their marketing goals. Therefore, the author is interested in understanding more about marketing communication strategies and advertising campaigns and how they can increase brand awareness and customer loyalty in a competitive market.

## **1.2 Formulation of the Problem**

Based on in accordance with the background outlined earlier, this study formulates the following research problem:

1. What are the variations of content used by Adidas as marketing communication strategy for their advertising campaigns?
2. What are the language functions of the advertising campaign used by Adidas as marketing communication strategy?
3. How does the Adidas company use variations content and language functions as marketing communication strategy?

## **1.3 Scope and Limitation of Study**

This restriction was made to facilitate the implementation of the research given the limited time available. Therefore, this study only analyzed 8 campaign videos that

were selected by considering important factors, such as duration, visual quality, diversity of content, function of language used, and effectiveness of marketing communication messages from social media. Although there are many social media platforms, Instagram was chosen as the medium of analysis because all of the available videos have relatively the same level of quality in terms of a significant number of views, comments, and likes, making it empirically relevant to analyze. In addition, the videos analyzed were limited to a maximum duration of one minute and were taken specifically from the Instagram platform.

#### **1.4 Purpose of the Study**

The purpose of this research is to know the variety of content used by Adidas as a marketing communication strategy for their advertising campaigns, to know the language function of the advertising campaign used by Adidas as a marketing communication strategy, and to analyze Adidas's use of content variations and language functions as a marketing communication strategy.

#### **1.5 Significance the of Study**

##### **1.5.1. Significance for Researchers**

Through this examination of Adidas advertising campaigns, researchers can gain insight into the efficacy of diverse marketing strategies and their influence on customer behavior.

##### **1.5.2. Significance for Readers**

To help readers learn useful information about the fundamentals of successful advertising as well as the influence of media channels, creativity, and messaging on customer views by looking at particular campaigns.

##### **1.5.3. Significance for Companies**

To help companies learn how to craft marketing messages that are more memorable and effective, which will eventually boost sales and improve customer loyalty.