



Advertising and Society

week 3

SEMUA BERAWAL DARI KITA



Kebaikan Alam, Kebaikan Hidup

GALIH SATRIA
photoworks

Advertising dan Masyarakat

- Apakah Advertising pada dasarnya baik atau buruk untuk masyarakat?

Demand Creation

- Apakah Advertising menciptakan permintaan untuk produk yang tidak dibutuhkan orang?

Membentuk VS. Mencerminkan

- ✦ Dimanakah advertising melewati batas antara merefleksikan nilai sosial dan penciptaan nilai sosial?

Reflection or Creation?



*I love my life now.
Because POND'S
loves my skin.
Claudine Barretto*

Transform your skin. Transform your life.

Just like Claudine, see how having flawless rosy-white skin by POND'S Skin Whitening Vitamin Cream can transform your life. Its breakthrough Pearl Vita Nutrients gently lighten dark areas as they even out pimple scars, uneven skin tone and other skin blemishes. POND'S Skin Whitening Vitamin Cream gently whitens from within while protecting your precious, rosy-white skin.

Change Society



INSPI(RED)

CAN A JACKET CHANGE THE WORLD? THIS ONE CAN.
ALL GAP (PRODUCT) RED™ CLOTHING IS DESIGNED TO HELP ELIMINATE AIDS IN AFRICA.

DO THE (RED) THING™ TO FIND OUT MORE, GO TO GAP.COM/RED **NI** IS A PROUD PARTNER OF (PRODUCT) RED™

STEVEN SPIELBERG
GAP (PRODUCT) RED™ LEATHER JACKET

(GAP) RED

Hubungan Iklan dengan Masyarakat

Iklan Mencerminkan sekaligus
Membentuk
nilai dalam
masyarakat

Stereotyping in Advertising

- ✦ Gender Stereotype
- ✦ Citra Diri dan Citra Tubuh
- ✦ Racial and Ethnic
- ✦ Cultural in Global Advertising
- ✦ Age Stereotype
- ✦ Advertising for Kids

Isu terkait Pesan

- ✦ Klaim yang menyesatkan
- ✦ Klaim berlebihan (puffery)
- ✦ Iklan Komparatif
- ✦ Endorsement
- Demonstrative

Isu terkait Produk

- ✦ Produk Kontroversial
- ✦ Produk Berbahaya atau tidak sehat
- ✦ Obat-obatan

Mengapa dan Bagaimana Advertising diatur



Lingkungan Hukum Advertising

- ✦ Trademark dan Copyright
- ✦ Advertising dan First Amendment (commercial speech)
- ✦ Undang-undang dan Regulasi Internasional
- ✦ Federal Trade Commission (FTC) : Perlindungan Konsumen
- ✦ Food and Drug Administration (FDA)
- ✦ Bureau of Alcohol, Tobacco and Firearms

End of Class

Thank You and See You Next Week!!