

C. Let's Read

Advertisement

An advertisement is a commercial notification that aims to encourage or persuade general society to buy or use the item or service offered in the advertisement. Advertisements are usually put in mass media, such as printed and electronic mass media (magazines, newspapers, internet, television, and radio.)

Advertising objectives should always be in line with promotional and marketing goals, as well as the business strategy or mission of the organization. Group advertising objectives fall into three categories:

1. To Inform
2. To Persuade
3. To Remind

Functions/purposes:

- To advertise.....
- To offer.....
- To promote.....
- To attract people to.....
- To persuade people to.....
- To make people interested in.....

There are three types of advertisements as follows:

A. Informative Advertising

Informative advertising is often used when launching a new product or for an updated or relaunched product. The objective is to develop initial demand for a good, service, organization, or cause. It is used when a new product is put on the market or when an old product has been re-launched or updated.

B. Persuasive Advertisement

Marketers use persuasive advertising to increase the demand for an existing good, service, or organization. The idea is to persuade a target audience to change brands, buy their product, and develop customer loyalty. After the purchase, the quality of the product will dictate whether or not the customer will remain loyal or return to the previous brand.

C. Reminder Advertisement

Reminder advertising reinforces previous promotional information. The name of the product, testimonials of past customers, public response, and sales techniques are repeated in the hopes of reminding past customers and garnering new ones. It is used to keep the public interested in and aware of a well-established product that is most likely at the end of the product life cycle. (Adopted from: <http://it-teachingmedia.blogspot.com/2017/07/advertisement-material-for-junior-high.html>)

For example:



Located in a business centre, we offer a comfortable place to stay with affordable rates.

- * 500 comfortable and elegant rooms
- * Sophisticated and cozy meeting rooms
- * A large ball room
- * Restaurants serving Indonesian and western cuisine
- * Swimming pool
- * Gymnastic



(Adopted from: <https://nekopencil.com/pendidikan/bahasa-inggris/35-contoh-soal-advertisement-bahasa-inggris-dan-kunci-jawaban/>)

Questions:

1. What is the writer's intention writing the text?
Answer: The writer's intention writing the text is to promote a good hotel.
2. What kind of cuisine is provided at the hotel?
Answer: The restaurants at the hotel serve Indonesian and Western cuisine.
3. What should people do to reserve a hotel with good benefits?
Answer: People should visit the website to reserve a hotel.