

**ANALYSIS OF COCA COLA INDONESIA'S BRAND
COMMUNICATION PROCESS, VERSION "BUKA SEMANGAT
BARU", IN THE MEDIA**

By

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A Bachelor's Thesis
Submitted to the Faculty of

SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION & PUBLIC RELATIONS

in partial fulfillment of the
requirements for
SWISS GERMAN UNIVERSITY

BACHELOR'S DEGREE PROGRAM

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Revision after the Thesis Defense on 29 July 2010

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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SWISS GERMAN UNIVERSITY

Bumi Serpong Damai

Matthias Reese, M.A

Coca Cola is a non-alcoholic ready to drink (NARTD) beverage brand that has been around since 1886. Nowadays the distribution of Coca Cola products has been expanded to more than 200 countries including Indonesia. The formula of the original Coca Cola beverage never changed, ever since the drink was created it always taste the same. Nevertheless Coca Cola is one of the global brand that has a high value.

In Indonesia Coca Cola has to compete with another NARTD beverage which is mineral water. Indonesian people prefer to choose mineral water rather than soft drink beverage such as Coca Cola. Because of that Coca Cola wants to increase the level of awareness of its target market, which includes male and female aged 16-24 year old to the top of mind level.

In order to achieve that level of awareness, Coca Cola decided to use the "Buka Semangat Baru" advertisement in the end of 2009 to launched their new campaign "Buka Semangat Baru". This research has been done to explain and find the reason why Coca Cola choose "Buka Semangat Baru" advertisement as the Brand Communication to increase its target market level of awareness. From this research, it is found that the process of Coca Cola Indonesia brand communication with "Buka Semangat Baru" advertisement was able to increase the awareness level of the target market to the top mind level.

DEDICATION

I dedicate this thesis to my beloved parents:

Totot Indrarto

and

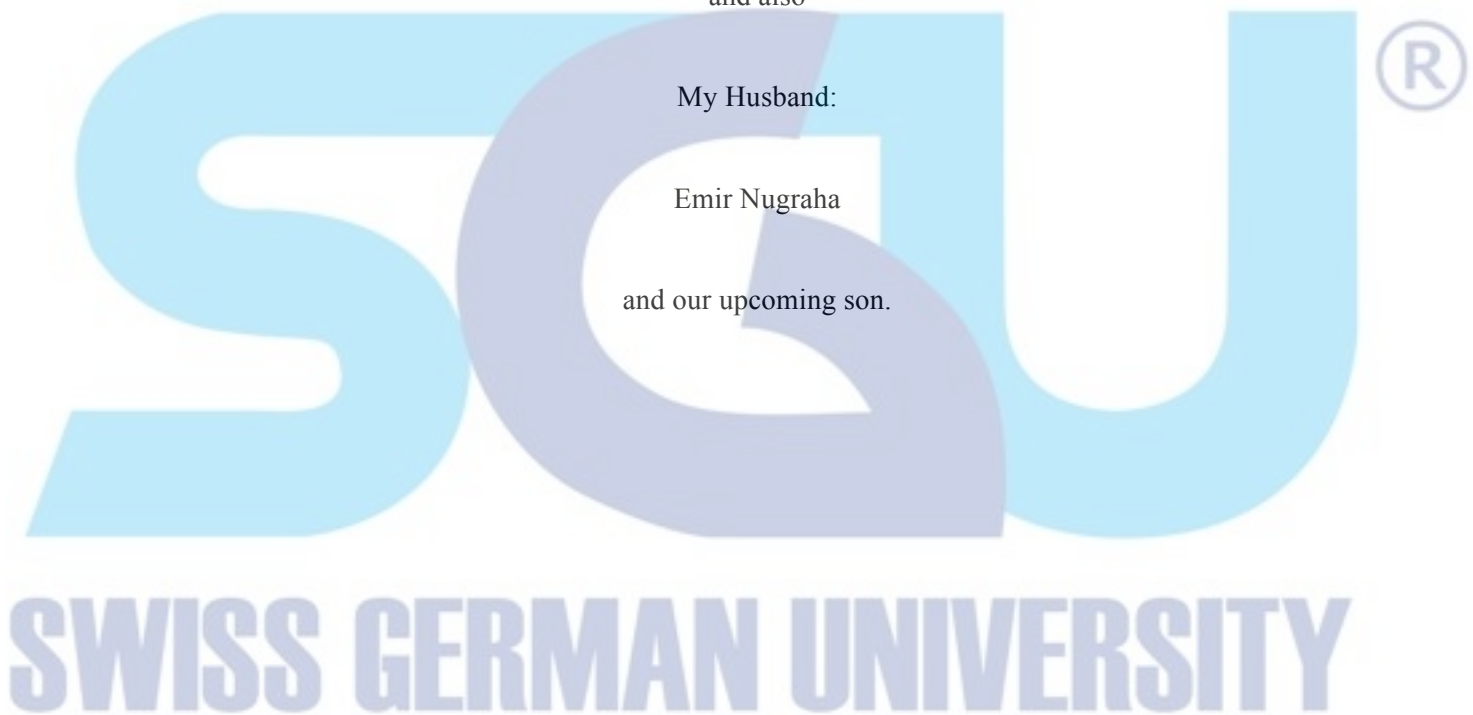
Sri Okto Eka Putri

and also

My Husband:

Emir Nugraha

and our upcoming son.



ACKNOWLEDGMENTS

The most gratitude that author would like to express is to Allah SWT., for giving the strength, spirit, healthiness, and an opportunity to work on her first own thesis.

Also there were many individuals that the author wishes to thanks for all the supports, guidance, assistance and encouragement in the process of bringing this work accomplished.

Firstly, author would like to send her heartfelt thanks to her beloved parents, Totot Indrarto and Sri Okto Eka Putri. Thank you for helping the author escapes from her hard moments. Your guidance, patience and wisher for the author have encouraged her to meet the deadline.

The author's beloved husband, Emir Nugraha. Thank you for 24 hours attendance and support for the author. Thank you for the love you has showered for the author, without you the author couldn't be strong to meet the deadline.

The author would like also to express:

- Very special gratitude to Mr.Matthias Reese, M.A, the author's thesis advisor, for his valuable advices, support, comments, critics, also guidance since the beginning of this thesis writing. His considerable feedback has facilitated this thesis to become a better quality.
- A sincere appreciation to Mr.James Hunt, as the academic writing advisor, for the excellent inputs and especially for the time he has been provided to reviews the thesis writing
- Thanks and love to my "In-law" family who always support the Author and give the Author spirit so the Author able to finish this thesis.

- Many thanks and hugs for "Cherry Blossom", Astrid Arthawinahyu Wibisono, Cynthia Kurnia, Mayang Pohan, and Reivina Munzirian, for amazing times we have spent together until the end, leaving many unforgettable and beautiful memories.
- Thanks to Sheiva Shelly Fidelita, Triajie Budikomara, Marissa Surya, and Ikarina Ratna Kusuma, for being a great classmates.
- Thanks to auntie Yoely Vanita, for helped the author to translate the interview transcript until dawn.

Not forget to be mentioned, special thanks is given to Mrs.Sovie, for helping the Author in scheduling for her Thesis Defense.

The last but not least, thanks to Mrs. Taty Adiyanti, the coordinator of Communications & Public Relations faculty, for her cooperation, support, and facilitation.

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