

## **Perancangan Iklan Komersial SpeedyFlash**

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### **ABSTRAK**

SpeedyFlash merupakan layanan internet yang memungkinkan pelanggan untuk senantiasa terhubung (always connected) ke akses broadband internet baik dalam kondisi fixed, melalui layanan Speedy dan dalam posisi bergerak (mobile) melalui layanan Telkomsel Flash. Karena SpeedyFlash adalah program baru, banyak masyarakat yang belum mengetahui adanya program ini. Selain itu, sedikitnya variasi desain yang diberikan oleh iklan SpeedyFlash menyebabkan iklan yang ada di kalangan masyarakat ini bersifat monoton dan tidak menarik perhatian sehingga masyarakat kurang berkesan untuk membeli maupun berlangganan SpeedyFlash. Oleh karena itu diperlukan iklan komersial yang bersifat mempromosikan dan menginformasikan serta untuk menarik minat audience agar berlangganan SpeedyFlash. Dalam desain iklan komersial tersebut nantinya akan ada lebih banyak variasi desain dengan pendekatan emosional dan ilustrasi yang menarik. Hasil desain tersebut berupa billboard, poster, brosur, vertical banner, x-banner dan media pendukung lainnya dengan media poster sebagai media utama dalam perancangan iklan komersial SpeedyFlash ini.

Kata Kunci: SpeedyFlash, Desain, Promosi, Iklan Komersial, Internet.

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## **Design of SpeedyFlash Commercial Advertisement**

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### **ABSTRACT**

SpeedyFlash an internet service that allows customers to stay connected (always connected) to the broadband internet access either in a fixed, through speedy service and in a position to move (mobile) via Telkomsel Flash service. Because SpeedyFlash is a new program, many people are not aware of this program. In addition, the least variation in the design provided by the ad SpeedyFlash cause ads in this society is monotonous and not interesting attention so that people are less willing to buy or subscribe SpeedyFlash. It is therefore necessary that commercial advertising is to promote and inform as well as to attract an audience to subscribe SpeedyFlash. In the design of commercial advertisements are later there will be more varied and emotional approach to design with attractive illustrations. Design results in the form of billboards, posters, flyers, vertical banners, x-banner, and other supporting media with media poster as the main media in the design of commercial advertising this SpeedyFlash.

Keywords: SpeedyFlash, Design, Promotion, Commercial Advertising, Internet.

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