

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Advertisement is the most important thing for all media. Manufactured advertisement especially spot advertisement is the most chosen advertisement by the clients at PAS FM Business radio Semarang, because spot advertisement is considered as a complete advertisement which is made by sound effects and music.

The making of spot advertisement at PAS FM Business Radio Semarang, is not only about the procedure to produce, but also it needs supporting things, such as the material that consists of monologue and dialogue script, hardware and software equipment that consists of computer, sound system and microphone, the talent who does the voice over, and recorder equipment, such as cassette and CD.

After all the things were prepared, the making of spot advertisement can be made through some procedures, they are, preparing the material which is in accordance with the customer's wants, manufacturing the material into a script which consists of dialogue and monologue scripts, proposing the script to the customers to get an agreement, choosing the talents who do the voice over, voicing over, mixing the voice over result with sound effects and music, finishing and relaying the advertisement.

4.2 Suggestion

After observing the procedure of making spot advertisement at PAS FM Business Radio Semarang, the writer considered that PAS FM Business Radio Semarang is included as the one of radio stations which has creativity and quality in making advertisement, but it still has some weaknesses. Therefore, it needs some changes, such as:

1. It is better to PAS FM Business Radio Semarang to be more creative in making the story of advertisement in order to make the listener feel the differences of each advertisement.
2. It is better to change the talents oftenly, in order to make the advertisement more various and not boring.