

**THE PROCEDURE OF MAKING SPOT ADVERTISEMENT
AT PAS FM BUSINESS RADIO SEMARANG**

PAPER

Presented in partial fulfillment of the requirements
for the completion of Diploma III Program
of the English Department
specialized in office management



By:

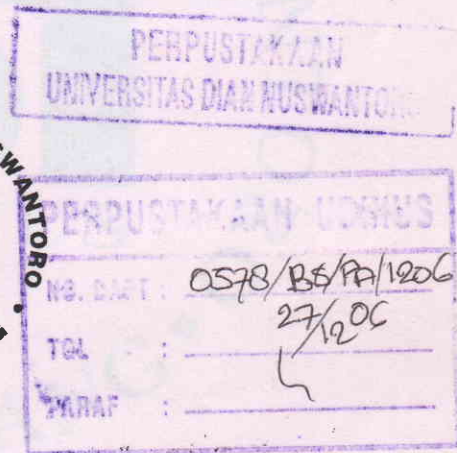
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C21.2003.00470**

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DIAN NUSWANTORO UNIVERSITY
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PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III Study Programme of English Department, Faculty of Languages and Letters, Dian Nuswantoro University on August 9, 2006.

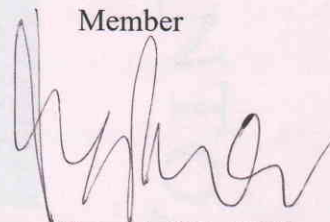
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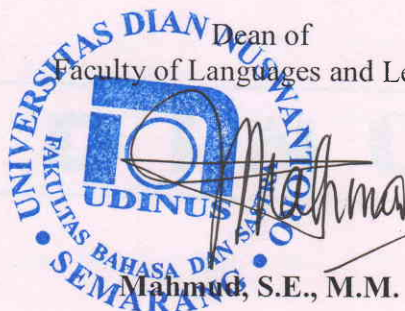
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Finally, I do realize that due to my limited ability, this paper must have shortcomings. For this I welcome any suggestion and criticism.

Semarang, 10 July 2006

Mayang Paramitha Dewi

ABSTRACT

This paper entitled “ The Procedure of making Spot Advertisement at PAS FM Business Radio Semarang “, is the result of filed study conducted from 3 - 28 February 2006 on PAS FM Business Radio Semarang. This study is aimed at describing the procedure that PAS FM Business Radio Semarang takes in making its advertisement.

The data of this study were collected by using interview, observation, and library research. The interview method was conducted to get information about the making advertisement in the company. The observation method was aimed at understanding the activities of making the advertising. The library research was used to find information that connected with the study.

From the data analysis, it can be concluded that the procedure of making spot advertisement at PAS FM Business Radio Semarang includes:

1. Preparing the advertisement material.
2. Manufacturing advertisement material into a script.
3. Proposing advertisement's script to the customer.
4. Choosing the talents (the person who does voice over).
5. Voicing over.
6. Mixing the voice over result
7. Finishing the advertisement's result.
8. Relaying the advertisement.

Meanwhile, the equipments and media used for making spot advertisement at PAS FM Business Radio Semarang are script, hardwares, softwares, talent and recording media.

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CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

In a modern community, people need some information which can be accessed from several media, for example radio. Radio is an audio media which gives big influence in daily life. Every radio has its own target audience which is aimed to certain community by having suitable broadcast format through its program, its music or its advertisement.

As one of powerful media, radio has some important roles in marketing through advertisement. Advertisement on radio gives sustainable awareness to the listener, because of its power, which is able to establish people's interests through the effective messages.

There are many kinds of advertisement, and one of them is spot advertisement. Spot advertisement is a recorded advertisement, which has duration about 15 until 60 seconds. In PAS FM Business Radio Semarang, spot advertisement is the most chosen advertisement by the clients.

The knowledge of radio advertisement has been studied, but as the listener there are only few people know about the procedure of making spot advertisement. That's why the writer chooses the title of paper 'The Procedure of Making Spot Advertisement at PAS FM Business Radio Semarang'