ABSTRAK

MEMBANGUN PRODUCT AWARENESS MELALUI *IN-GAME ADVERTISING* VIDEO GAME
(Studi Deskriptif kualitatif dalam Membangun Product *Awareness* Melalui *In-game Advertising* pada Game *Pro Evolution Soccer* "PES")

  Game secara umum dikenal oleh masyarakat sebagai sektor hiburan atau entertain. Jika dilihat lebih dalam, sesungguhnya game sudah menjadi sebuah media massa. Media dimana sebuah pesan dapat disampaikan dan ditanamkan ke dalam benak audiens-nya. Berbeda dengan media lain, game memberikan interaksi komunikasi dua arah secara langsung dalam bentuk semi realitas atau disebut sebagai virtual.

  Game *Pro Evolution Soccer* "PES "merupakan game simulasi sepak bola yang segmen-nya jelas menyasar pada pecinta sepak bola. Jika dilihat dari kacamata periklanan, maka sangat banyak pesan marketing yang terkandung didalam game ini. Banyak brand besar yang mengkampanyekan produk-nya sebagai iklan game. Iklan pada game pun memiliki banyak bentuk, dan salah satunya adalah *in-game advertising*. Bentuk iklan ini menjadi elemen didalam game yang dapat digunakan untuk kebutuhan permainan. Penelitian ini mengarah pada penjambaran dari setiap penempatan *in-game advertising* dalam game "PES".

  Penelitian ini termasuk kedalam studi deskriptif kualitatif. Study terfokus pada objek iklan lewat media game atau sering disebut *in-game advertising*. Penelitian ini dibuat untuk melihat serta membedah bagaimana pesan iklan didalam dame dapat membangun *product awareness* pada *audiens*-nya. Hasil yang diperoleh bahwa *in-game advertising* dalam game "PES" sangat beragam. Bentuk iklan tersebut disesuaikan konten visual, pesan, cara penyampaian, hingga peruntukannya. *Brand power, selling point, publication, product positioning* merupakan isi pesan yang terus disampaikan dalam setiap bentuk iklan dalam game untuk membentuk kesadaran produk (*product awareness*) audiens "PES" oleh pengiklan. Pesan tersebut terus menerpa audiens dalam jangka waktu panjang dan berkesinambungan, sehingga pesan marketing tertanam didalam benak target audiens dengan baik.

ABSTRACT

ANALYSIS OF THE MEANING OF "IN-GAME ADVERTISING" IN PRO EVOLUTION SOCCER "PES" GAMES
(Study of Semiotics on The Meaning of "In-game Advertising" in Pro Evolution Soccer "PES" Games)

Generally, game is known by the public as the entertainment sector. In the other side, game actually evolved into the mass media. Media that has a function in which a message can be delivered and embedded into the minds of the audience. It different with another mass media, game provides direct two-way communication in semi-reality way called "virtual interaction".

Pro Evolution Soccer "PES" is a soccer simulation game whose segment is targeting on soccer fans. Seen from the science of advertising, this game contained much of marketing messages in it. There is a lot of famous brand who campaign their products as advertising in the game. Advertising on the game also has many forms, and one of them is "in-game advertising". This kind of advertising making the ads as an gaming element that can be used in the game and provide a gaming experience. This study leads to the elaboration of every meaning represented by every in-game advertising.

The research was a qualitative descriptive. This study focused on the object of advertising through the media game, known as in-game advertising. The research was made to see how an advertising messages in the game "in-game advertising" can build product awareness to the audience. The result obtained indicated that in-game advertising in PES game is very diverse. Each form of advertising is customized content. Visual content, the messages delivery, and its uses is all customized, which that advertisers can build their own message content to fit the product messages to their audience. Brand power, selling point, publication, product positioning is the content of the message that continuously to be delivered in every in-game advertising. The message continuesly hit the audience in the long run, so the message is well embedded into the mind of target audience.