

## TABLE OF CONTENT

<b>LEMBAR PENGESAHAN .....</b>	<b>ii</b>
<b>PERNYATAAN BEBAS PLAGIASI .....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>TABLE OF CONTENT .....</b>	<b>vi</b>
<b>LIST OF FIGURES .....</b>	<b>vii</b>
<b>LIST OF TABLES .....</b>	<b>x</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
A. Research Background.....	1
B. Research Focus.....	12
C. Research Objective.....	12
D. Research Significance .....	12
1. Academic Significance .....	12
2. Practical Significance .....	13
E. Theoretical Framework.....	14
1. Creative Process and Message Strategy .....	14
2. Social Media Advertising.....	15
3. Advertising Appeal.....	19
(a) Rational Appeal .....	21
(b) Emotional Appeal .....	22
F. Conceptual Framework.....	25
G. Methodology.....	35
1. Research Method .....	35
2. Data Collection Technique .....	44
3. Data Analysis.....	45

<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>49</b>
A. Creative Process and Message Strategy .....	49
B. Social Media Advertisements .....	52
C. Advertising Appeals .....	58
<b>CHAPTER III OBJECT OF STUDY</b> .....	<b>71</b>
A. Industry of AQUA .....	71
1. Brand .....	71
2. Products .....	74
3. Distribution .....	81
B. AQUA & Media – Owned, Earned, and Paid Media.....	87
C. AQUA's Campaign and Advertisements .....	95
D. AQUA's Campaign and Social Media Advertisements in 2022 .....	105
<b>CHAPTER IV</b> .....	<b>115</b>
A. Visual and Audio Analysis of AQUA's Social Media Advertisements ..	115
B. Social Media Advertisement Analysis .....	129
C. Advertising Appeals Analysis .....	138
<b>CHAPTER V</b> .....	<b>164</b>
A. Conclusion.....	164
B. Suggestions.....	168
<b>REFERENCES</b> .....	<b>171</b>
<b>APPENDIX</b> .....	<b>201</b>

## LIST OF FIGURES

Figure 1.1 Tiba Tiba Tennis AQUA .....	3
Figure 1.2 VosView Result of "Social Media", "Adverising", and "Food" variables....	9
Figure 2.1 Belch et al.'s (2020) three steps of the Creativity Process .....	49
Figure 3.1 Sebastian Gunawan's AQUA Reflections Design .....	75
Figure 3.2 AQUA Reflections' New Minimalist Design .....	76
Figure 3.3 Rinaldy Yunardi's AQUA Reflections Design .....	78
Figure 3.4 AQUA's Billboard Advertisement in Jakarta, 2023.....	87
Figure 3.5 AQUA's Billboard Advertisement in Yogyakarta, 2023.....	88
Figure 3.6 AQUA's Website Page (March 18, 2023) .....	89
Figure 3.7 AQUA's Twitter Content (March 18, 2023).....	90
Figure 3.8 AQUA's Facebook Content (March 18, 2023) .....	91
Figure 3.9 AQUA's Instagram Content (March 18, 2023).....	91
Figure 3.10 AQUA's Tik Tok Content (March 18, 2023).....	93
Figure 3.11 AQUA's Youtube Content (March 18, 2023).....	94
Figure 3.12 AQUA's Hati Harus Optimis Website.....	96
Figure 3.13 AQUA Dulu Instagram .....	106
Figure 3.14 AQUA Dulu Tik Tok.....	107
Figure 3.15 AQUA Cuplikan Aja Teriak Instagram .....	109
Figure 3.16 AQUA Cuplikan Aja Teriak Tik Tok.....	110
Figure 3.17 AQUA Cuplikan Aja Teriak Youtube .....	110

Figure 3.18 Apapun Cuacanya AQUA Dulu Instagram.....	112
Figure 3.19 Apapun Cuacanya AQUA Dulu Tik Tok.....	112
Figure 3.20 Apapun Cuacanya AQUA Dulu Youtube.....	113

## LIST OF TABLES

Table 1.1 Casais and Pereira’s Classification of Advertising Appeals .....	20
Table 1.2 Advertising Appeals Variable .....	26
Table 1.3 Social Media Advertisement Variable .....	31
Table 3.1 Top Brand Index Year 2015 – 2021 .....	71
Table 4.1 <i>Cuplikan Aja Teriak</i> Visual and Audio Analysis .....	116
Table 4.2 <i>AQUA Dulu</i> Visual and Audio Analysis .....	119
Table 4.3 <i>Apapun Cuacanya, AQUA Dulu</i> Visual and Audio Analysis .....	123