

LAPORAN NARASUMBER DOSEN TAMU MATA KULIAH MANAJEMEN PERIKLANAN

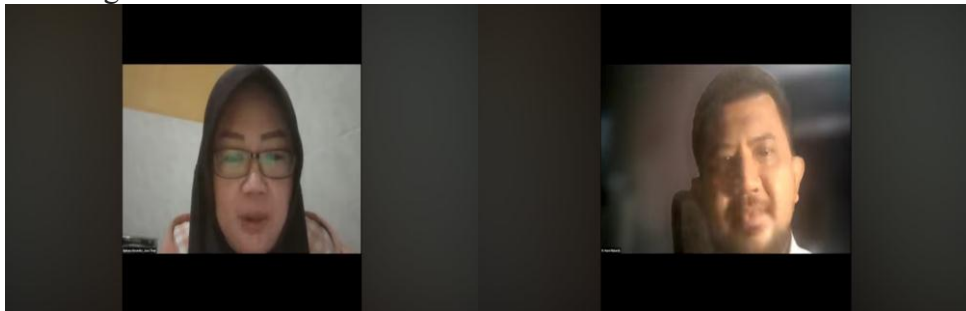
Nama : Muhamad Husni Mubarak, S.Pd., M.IKom

Tema : Kreativitas Beyond Batas: Membangun Strategi Periklanan Inovatif di Era Digital

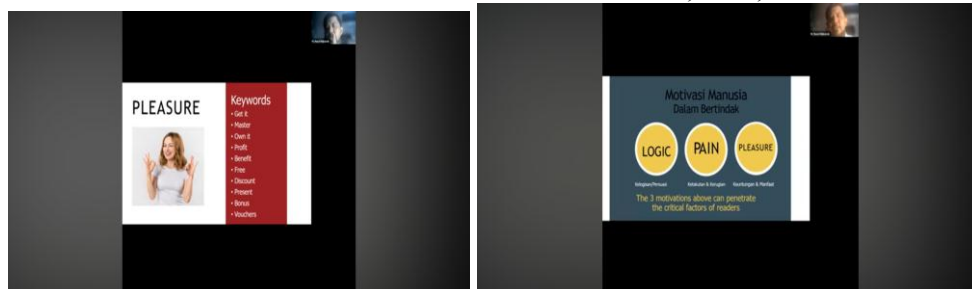
Lokasi : Zoom Meeting, Fakultas Ilmu Komunikasi Universitas Darussalam,
Gontor, Ponorogo- Jawa Timur

Materi : Terlampir

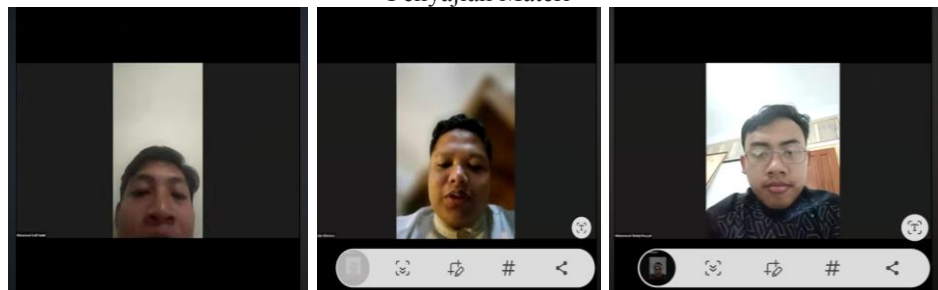
Dokumentasi Kegiatan



Pembukaan oleh Dosen Mata Kuliah Manajemen Periklanan: Nurhana Marantika, M.Si
Perkenalan Dosen tamu: Muhamad Husni Mubarak, S.Pd., M.IKom



Penyajian Materi



Sesi tanya Jawab

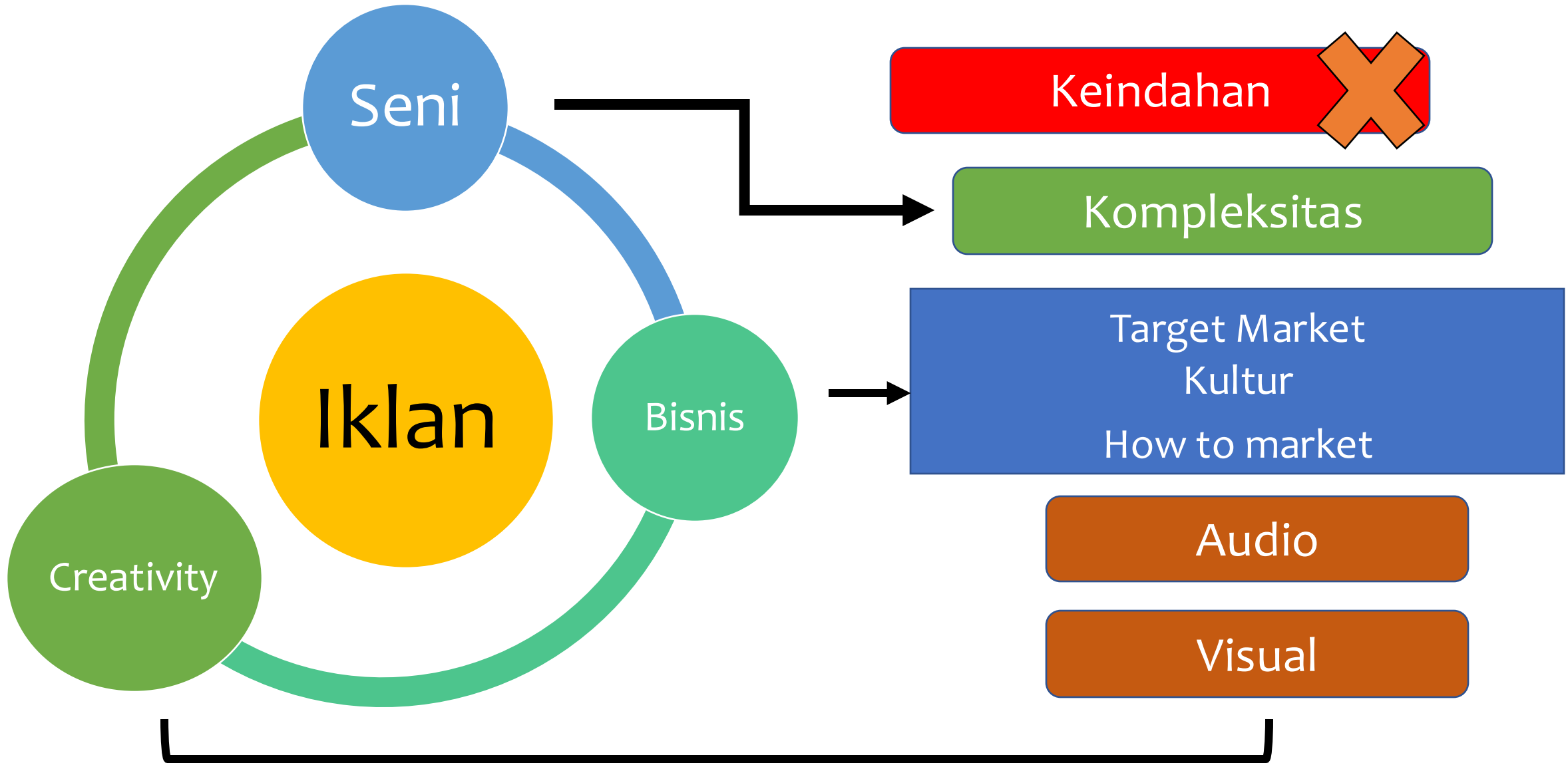
Gontor, 02 Januari 2025

Muhamad Husni Mubarak, S.Pd., M.IKom

Muhamad Husni Mubarak, S.Pd., M.IKom

- **Assistant Professor of Communication**
- **Speciality and Research Interest:**
 - Communication and Media Studies
 - Digital Culture
 - Journalism and Professional Writing
- **Experiences:**
 - Lecturer, University of Bhayangkara Jakarta Raya (
 - Head of Communication Study Program/ University of Buddhi Dharma (2015-2019)
 - Reporter and Voice Over, MNCTV (2013-2014)
 - Teacher in private schools, public schools and several Learning Centre 2010-2015)
- **Activities and Organizations:**
 - Reviewer JUPIN (Jurnal Penelitian Inovatif) -SINTA 5- , 2024
 - Journal Manager Komitmen, Jurnal Pengabdian Fikom Ubharajaya 2023-now
 - Reviewer Migasian, Akamigas Balongan -SINTA 4- (2021-2024)
 - Editor in Chief, Podcast: Jurnal Ilmu Komunikasi (2021-2022)
 - Head of Research and Development Al Ittihad Foundation (2020-now)
 - Vice Chairman Of Indonesia Association Of Communication Scholars (Iski) Banten 2017-2019
 - Indonesian Communication Journal Association (Apjiki) 2016-2018
 - Member Of Association Of Communication Study Programs (Aspikom), 2016-2018





Tahapan Produksi iklan

Pra Produksi

Observasi, Riset, Briefing dengan Client, Pengembangan Konsep, Penulisan Skrip (Storyline/ Storyboard), Casting and Crew

Produksi

Persiapan Lokasi, Pengambilan Gambar, Perekaman suara, Dokumentasi Tambahan

Pasca/ Post Produksi

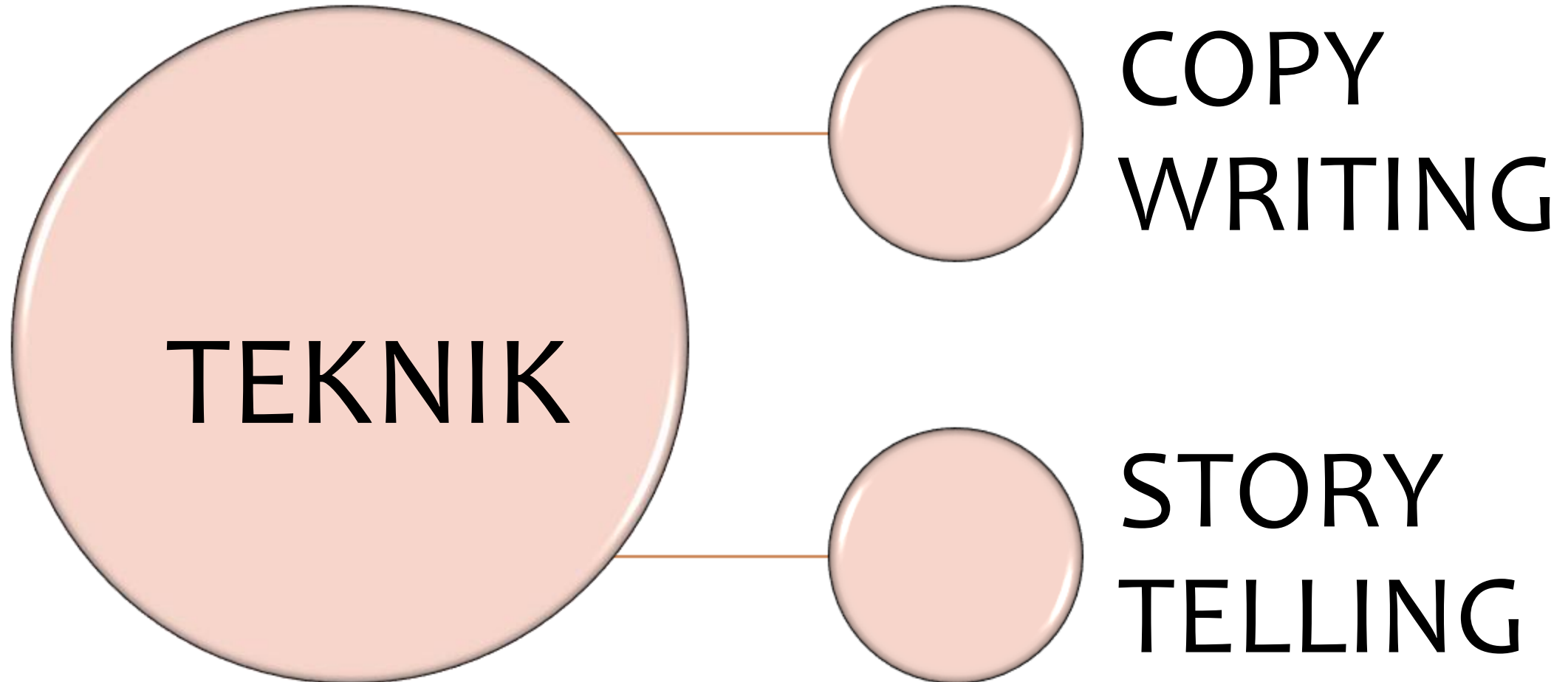
Editing video dan audio, animasi dan grafis, Review dan Revisi, Finalisasi

CREW

Posisi	
Creative Director	Memimpin proses kreatif dan mengembangkan konsep iklan.
Copywriter	Menulis skrip, slogan, dan pesan komunikasi.
Art Director	Mendesain aspek visual seperti storyboard dan tata letak.
Storyboard Artist	Membuat ilustrasi adegan berdasarkan konsep iklan.
Producer	Mengelola proses produksi, termasuk anggaran dan jadwal.
Director (Sutradara)	Mengarahkan pengambilan gambar dan membimbing aktor.
Assistant Director (AD)	Membantu sutradara dalam mengatur jadwal dan logistik.
Director of Photography (DOP)	Mengatur pencahayaan dan teknik pengambilan gambar.

Camera Operator	Mengoperasikan kamera dan mengambil gambar sesuai arahan.
Gaffer (Ahli Pencahayaan)	Mengatur pencahayaan di lokasi syuting.
Sound Engineer	Mengatur perekaman dan kualitas suara.
Video Editor	Mengedit dan menyusun footage menjadi video yang utuh.
Audio Editor	Mengedit suara, musik, dan efek suara.
Motion Graphic Designer	Membuat animasi dan grafis bergerak untuk mendukung visual.
Colorist	Mengoreksi warna dan memberikan nuansa tertentu pada video.
Media Planner	Merancang strategi penempatan iklan di berbagai platform.
Social Media Manager	Mengelola kampanye iklan digital dan sosial media.

TEKNIK PENULISAN IKLAN





WHO IS
YOUR
Target
Market ?

- ✓ Age
- ✓ Gender
- ✓ Location
- ✓ Lifestyle
- ✓ Interest
- ✓ How to Shop

- ✓ Biggest Problems
- ✓ Biggest Frustrations
- ✓ Biggest Dreams
- ✓ Biggest Desires



Know Your Customer

Find out which benefits and features your readers care about

Copy hits prospects on 3 levels:



Intellectual

*Based on logic.
Not as Strong as
others*



Emotional

*Tap into Fear, greed,
love, vanity,
benevolence*



Personal

*Use you, you, you.
Most Powerful*

Motivasi Manusia Dalam Bertindak



Kelogisan/Persuasi



Ketakutan & Kerugian



Keuntungan & Manfaat

The 3 motivations above can penetrate
the critical factors of readers

LOGIC



Keywords

- Statistic
- Expert/Expert Opinion
- Clear Evidence
- Poll Results
- Research
- Makes sense

PAIN



Keywords

- **Limitations:** quantity, time
- Losses experienced
- Avoided losses
- What can be avoided
- Missing out
- Defeat

PLEASURE



Keywords

- Get it
- Master
- Own it
- Profit
- Benefit
- Free
- Discount
- Present
- Bonus
- Vouchers

HOW IS YOUR
COPYWRITING?





14.1MP
5x OPTICAL
ZOOM
AUTO FOCUS


Writing.



BECAUSE
MEMORIES
FADE

Copywriting.

Right words, different story



I'm leaving you.
Dinner in oven

Writing.

Your new life
begins today!

Copywriting.

Right words, different story.

Writing.



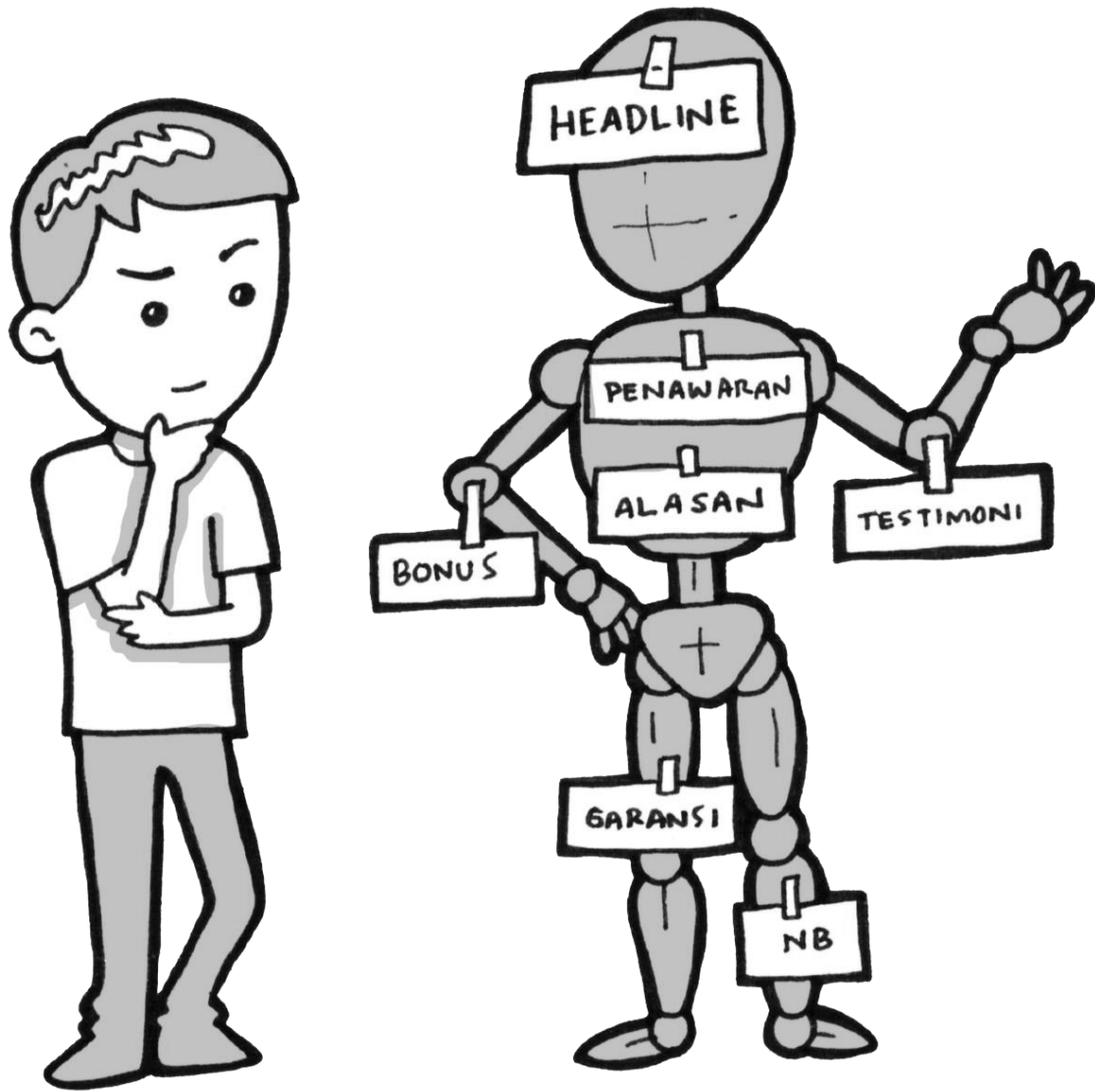
Maris
Piper

Copywriting.



Healthy
lunch for one

Right words, different story.



ANATOMY of COPYWRITING



8 Anatomy of Copywriting

- ✓ **Headline**
- ✓ **Offer**
- ✓ **Reason**
- ✓ **Bonus**
- ✓ **Testimonial**
- ✓ **Warranty**
- ✓ **Call to Action**
- ✓ **N.B**



A large billboard stands on a highway, displaying the word "headline" in bold red letters. The billboard is supported by a tall black pole. The highway has multiple lanes with a few cars driving. The background features a blue sky with white clouds and green trees.

headline


headline

- Iklannya iklan anda

Tips & Trick

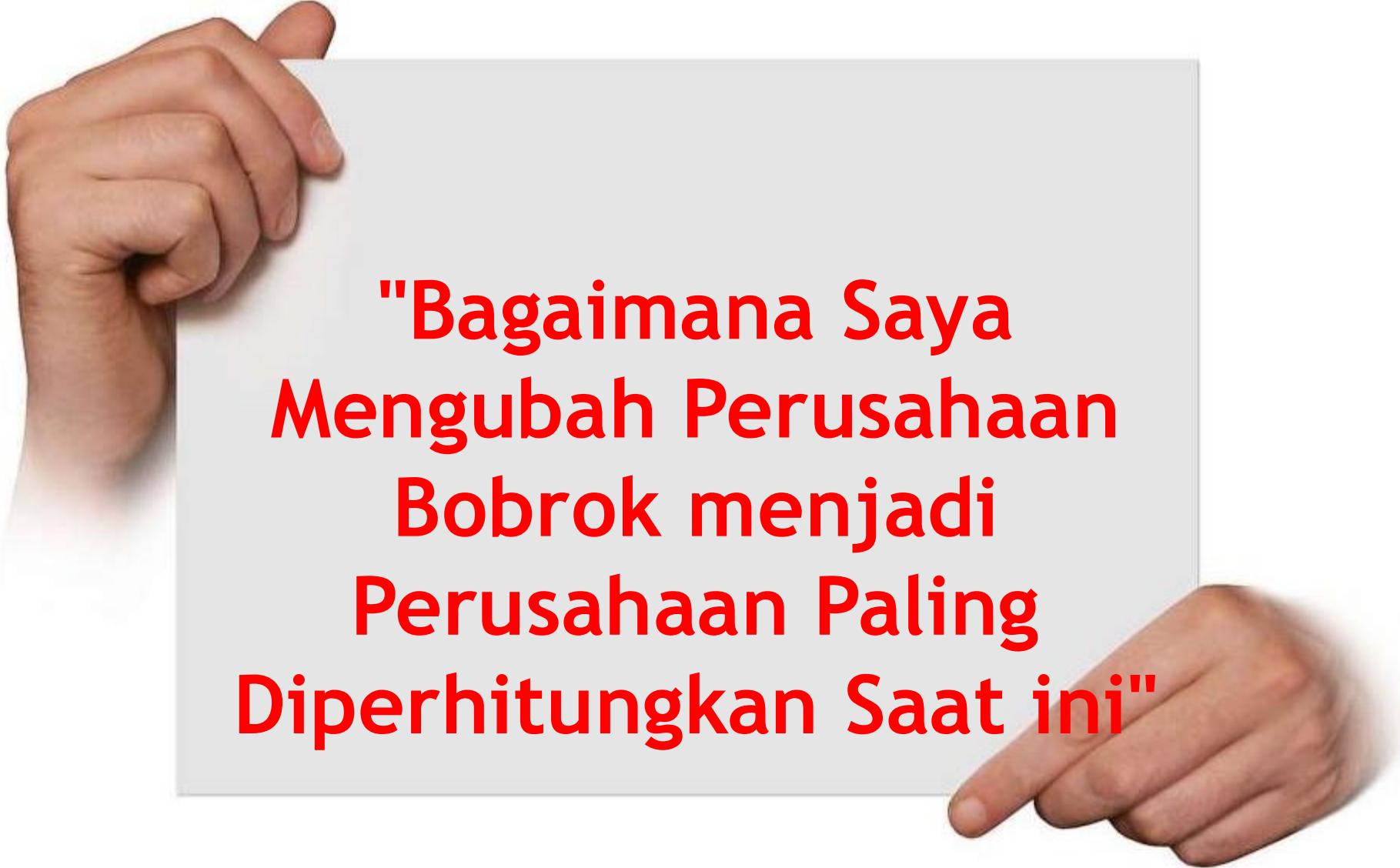
HEADLINE

**"Siapa lagi yang ingin
Mendapatkan
Jutaan Rupiah
setiap hari?"**

A pair of hands is shown holding a light gray rectangular sign. The left hand is at the top left corner, and the right hand is at the bottom right corner, with the index finger pointing towards the text. The text on the sign is in a bold, red, sans-serif font.

**"Bagaimana sebuah Ide
sederhana membuat
Saya Menghemat
Ratusan Juta Rupiah
setahun"**

**"Apakah Anda
sudah
mempersiapk
an Masa Tua
Anda?"**

A pair of hands is shown holding a light gray rectangular sign. The left hand is at the top left corner, and the right hand is at the bottom right corner, with the index finger pointing towards the text. The text on the sign is in a bold, red, sans-serif font.

**"Bagaimana Saya
Mengubah Perusahaan
Bobrok menjadi
Perusahaan Paling
Diperhitungkan Saat ini"**

Kata-kata PERANGSANG untuk Headline

- » Anda
- » Penting
- » Pengumuman
- » Cepat
- » Buruan
- » Perhatian
- » Praktis
- » Menarik
- » Perkenalkan
- » Lebih
- » Hanya
- » Dicari
- » Rahasia
- » Mudah
- » Spesial!
- » Terbatas
- » Akhirnya
- » Segera
- » Sekarang
- » Baru
- » Cara

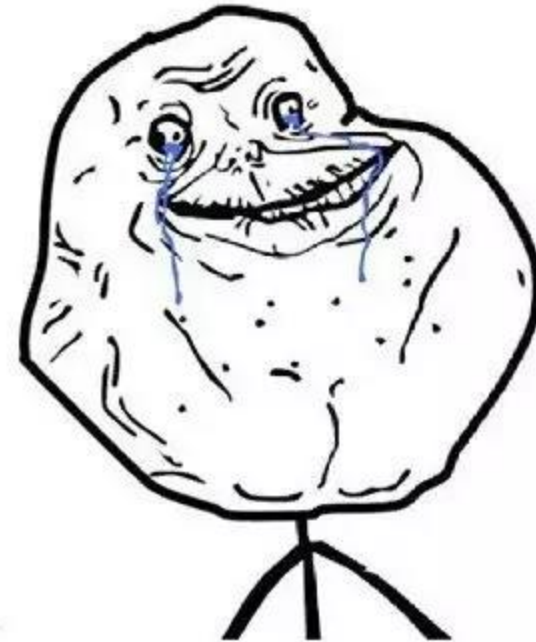
Frasa PALING POPULER untuk Headline

- » Inilah Cara...
- » Ini Alasan Kenapa...
- » Bagaimana Caranya...
- » Bagaimana Anda Bisa...
- » Kini...
- » Jangan... sebelum... ini
- » Siapa lagi...
- » 7 Alasan Kenapa Anda...



How is Your
OFFER?

**BARANG BARU, PAKE DITAWAR
UDAH HARGA PROMO
MASIH DITAWAR JUGA**



**KARENA KALO GAK NAWAR
BUKAN EMAK-EMAK NAMANYA**

17 Types of **OFFERING**

Free

Discount

Bonus

Present

Warranty

Guarantee

Vouchers

Package

Cashback

Limited Offer

Point

Data

Testimoni

Display

Sample

Trial

Demo

NIKE (<https://www.youtube.com/watch?v=WYP9AGtLvRg>)

- Greatness
- It's just something we made up
- Somehow we've come to believe that greatness is a gift
- Reserved for a chosen few
- For prodigies
- For superstars
- And the rest of us can only stand by watching
- You can forget that
- Greatness is not some rare DNA strand
- It's not some precious thing
- Greatness is not more unique to us than breathing
- We're all capable of it
- All of us

Storytelling Aqua

- <https://www.youtube.com/watch?v=krZjGuUga5c>



This material is completely adopted from Dewa Eka Prayoga's Copy Writing ebook

www.misterhusni.com

**Semoga
Bermanfaat**