

ABSTRACT

There are various ways to increase sales, one of which is commercial advertising. Advertising is a marketing strategy in selling a product, because without the right marketing strategy, people will not know what product is being sold. Not a few products that increase sales of their products do not use this method. Smax Cheese Ring Ghost Pepper is one of them, this product is the result of a collaboration between Mamee Double-Decker and Shinsegae Daebak, by combining cheese-flavored snacks with the hottest chilies in the world. This product carries out an endorsement strategy to increase sales of the product. However, this backfired on the producers, because consumers did not know that this product was an important part of the ghost pepper ecosystem in collaboration with Shinsegae Daebak and was available in retail at a price of IDR 5,000. This final project work takes the form of a commercial advertisement, carrying the message that Smax Cheese Ring Ghost Pepper is a product that is easy to find at a price of IDR 5,000 with an advertisement duration of 1 minute. This final work aims to show how the process of making commercial advertisements for Smax Cheese Ring Ghost Pepper is practical in the hope that the audience will become more aware of the Smax Cheese Ring Ghost Pepper product..

Keywords: sales, product, Smax Cheese Ring Ghost Pepper, commercial advertising