

**CONTENT ANALYSIS OF APPEALING POINT AND PRINT AD ELEMENT
OF SOAP ADVERTISEMENT IN FEMINA MAGAZINE PERIOD OF
JANUARI 2014- AUGUST 2016**

Abstract

One of mass media in Indonesia that used for advertising is Femina magazine. The target audience of Femina is women and because of its target audience, so Femina being potential magazine for cosmetics and toiletries product to advertise. One of toiletries product is soap. In copywriting, print ad has an element that consist of headline, subheadline, body copy and ilustration. An advertisement has an appealing point that consist of informational, emotional and combination to attract the readers. The aim of this research is to identify domination of appealing point and print ad element in soap advertisement on Femina magazine period of Jauari 2014- August 2016. Method of this research using quantitative descriptive content analysis. Total object of this research are 27 advertisement. The result of this research showing that domination of using headline in advertisement is provocative headline with percentage 44,44%, advertisement tend to not using subheadline with percentage 51,85%, domination of body copy in advertisement is using picture- caption copy with percentage 48,15%, advertisement tend to using photography ilustration technique with percentage 96,29% and domination of appealing point is using informational appealing point with percentage 48,15%.

Key word: appealing point, print ad element, quantitative descriptive content analysis