

FOTOGRAFI KREATIF dan PERIKLANAN

Workshop Fotografi Still Life
Maret 2010
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**PEPATAH JADUL ;
GAMBAR BICARA 1000 KATA!**

**APA
ITU**

**IKLAN, dalam bahasa
Indonesia, merupakan
kata serapan arab :
i'lanun. Yang berarti
pemberitahuan.**

Le SIDA ne vous concerne pas?
Il y a plus de 20 personnes qui contractent le SIDA, dans le monde, dans ce
pays, les personnes qui ne savent pas comment s'occuper de leur corps.
Malheureusement, il n'est pas si facile de s'informer, mais le préventif protège du SIDA.

**ACT UP
PARIS**

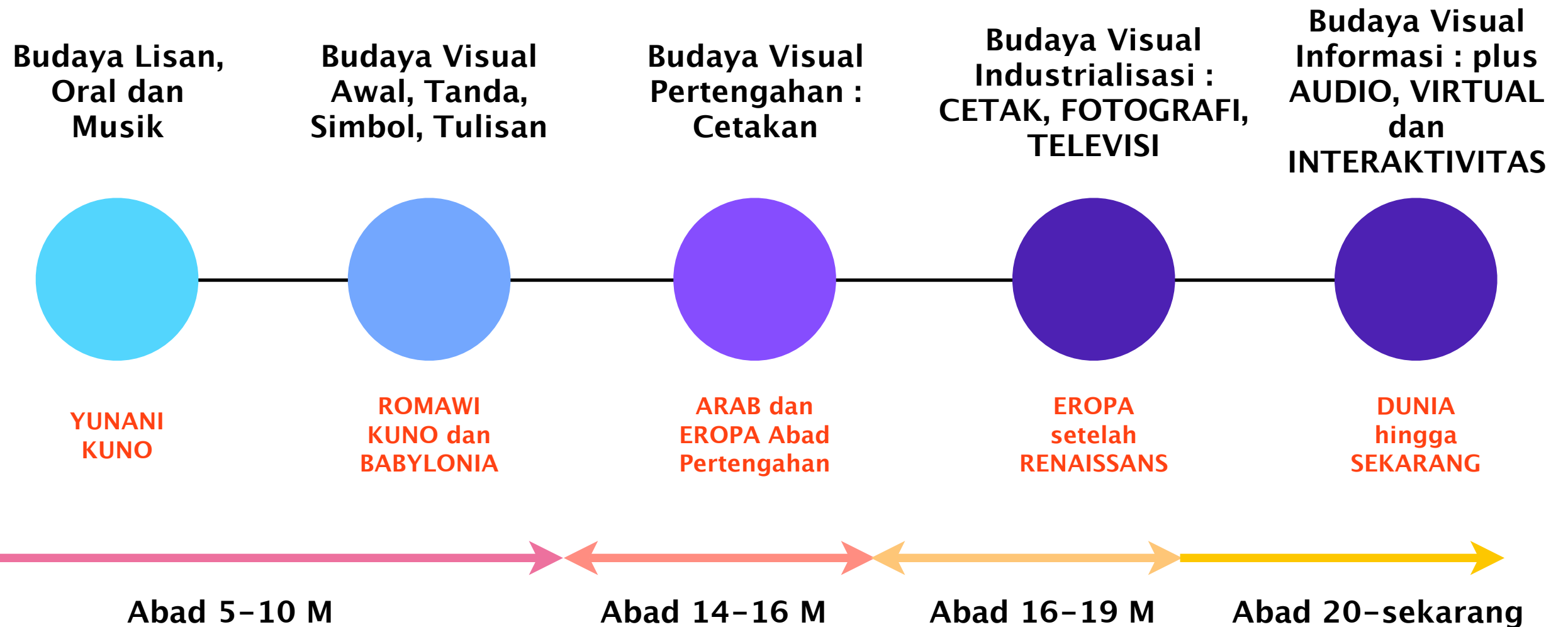
Reklame, berasal dari bahasa perancis, reclamare yang artinya meneriakkan sesuatu secara berulang-ulang.



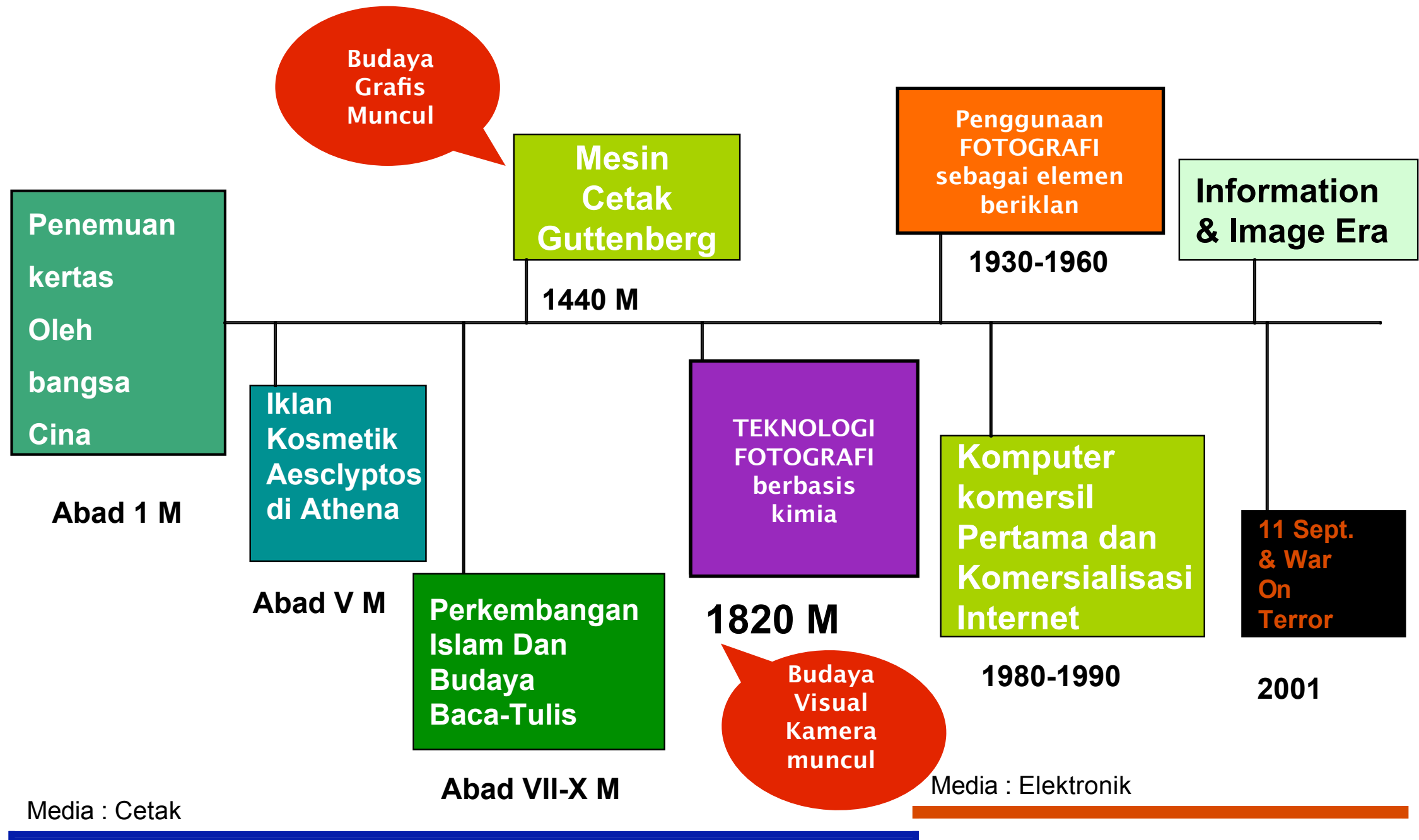
Don't kill yourself and us too.

Advertentie dan advertising, berasal dari bahasa latin advertere yang berarti menuju ke depan.

SEJARAH CARA BICARA IKLAN



SEJARAH IKLAN, MEDIA dan FOTOGRAFI



IKLAN DAN PERIKLANAN

Pada tahun 1983, Masyarakat Periklanan Indonesia menyebutkan definisi **Iklan** adalah :

Segala bentuk pesan tentang suatu produk atau jasa yang disampaikan lewat suatu media dan ditujukan kepada sebagian atau seluruh masyarakat.

Sedangkan definisi **Periklanan** adalah :

Keseluruhan proses yang meliputi persiapan, perencanaan, pelaksanaan, dan pengawasan penyampaian iklan.

DEFINISI AKADEMISNYA IKLAN

S.W. Dunn dan A.M. Barbara (1978) mengatakan, Iklan adalah suatu bentuk komunikasi nonpersonal yang disampaikan lewat media dengan membayar ruang yang dipakainya untuk menyampaikan pesan-pesan yang **bersifat membujuk (persuasif)**, oleh perusahaan, lembaga non-komersial maupun pribadi yang memiliki kepentingan, kepada konsumennya.

DEFINISI ORANG NARSIS TENTANG IKLAN

Adi Nugroho (2004) menyatakan
Iklan adalah cara untuk melakukan
komunikasi produk atau jasa,
dengan menginformasikannya
secara persuasif
menggunakan media tertentu.

KRITERIA IKLAN

Secara sederhana Iklan dan Periklanan memiliki tiga unsur kriteria :

1. Terdapat pesan-pesan yang persuasif
2. Ditujukan kepada target sasaran tertentu
3. Memiliki sumber pendanaan / pembiayaan yang jelas

Pemasaran (**marketing**) merupakan seluruh tahapan mulai dari penciptaan produk, penjualan, hingga pelayanan purna jual.

Dan salah satu tahapan dari pemasaran tersebut adalah periklanan (**advertising**). Pada intinya, peran periklanan dalam suatu tahapan pemasaran adalah sebagai **brand keeper**.



Kreatifitas

biasanya muncul dari masalah, keterbatasan, kepepet, bikin pusing, dsb.
merenung 2 jam
mengobrol bersama TOTO di kamar mandi (bisa apa saja dimana saja), kadang muncul ide “gila” yang membuat (kreasi) sesuatu yang baru.

**Kreatifitas dalam desain
adalah wajib hukumnya!**

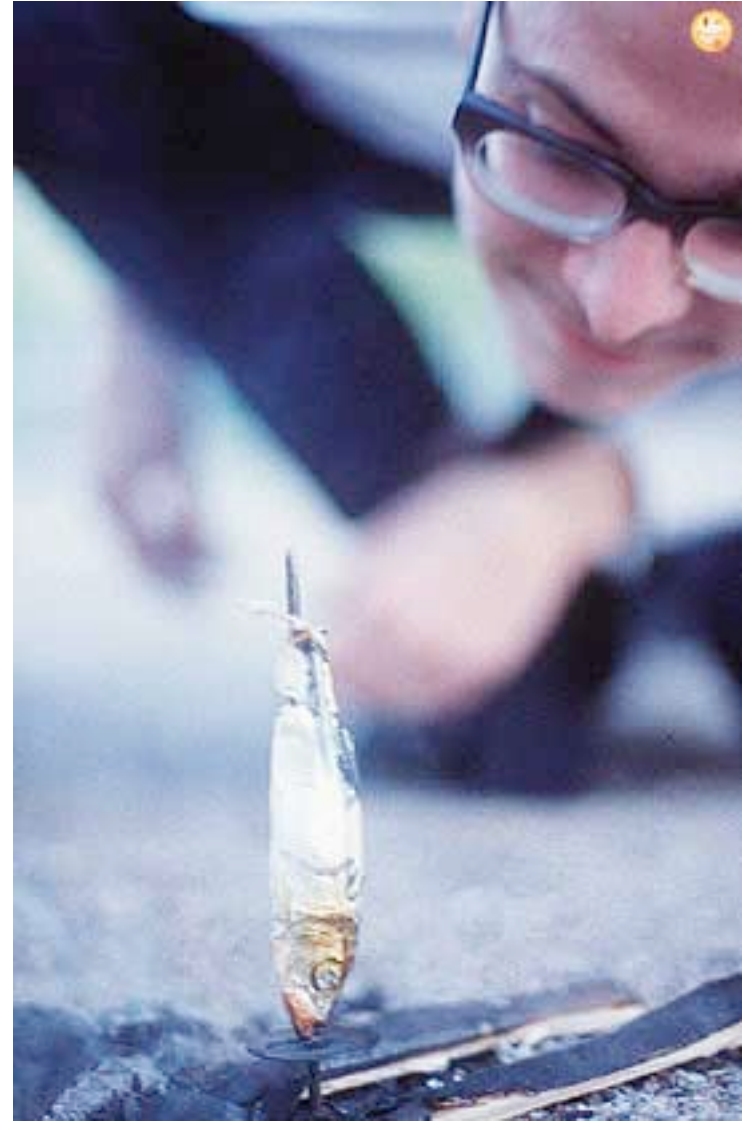
**apalagi dalam periklanan dan
komunikasi periklanan!**

Orang Jepang memang gila!

lapar banget, waktu sedikit,
ga punya banyak uang, dan
buru-buru karena masih
ada acara lanjut yang
mendesak?

Kreatifitas







idea is most important!





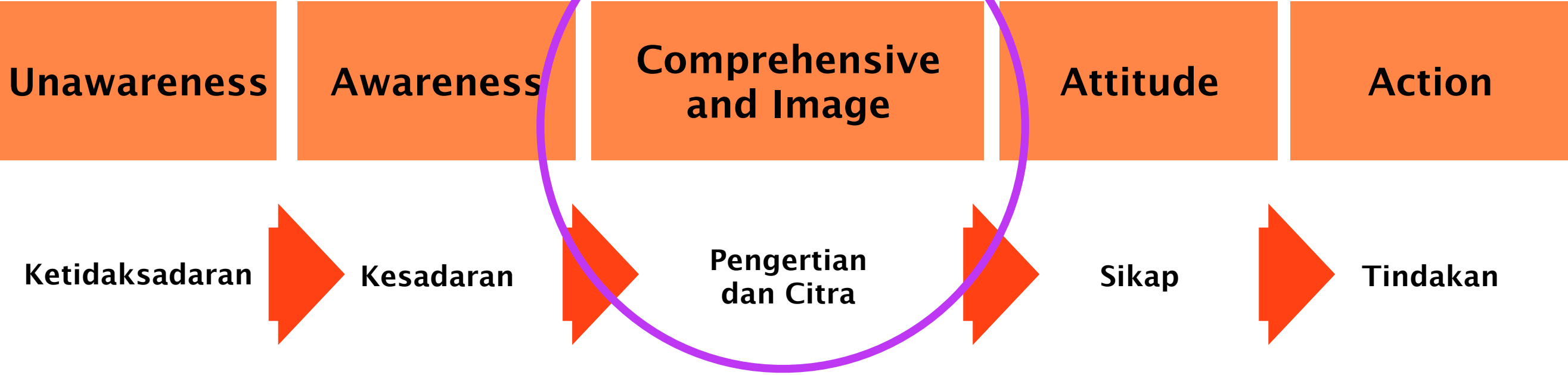
DAGMAR

DAGMAR adalah **Defining Advertising Goals for Measured Advertising Results**. Diperkenalkan pada tahun 1961 oleh Russel H. Coley (New York Association of National Advertiser).

Tahapan **DAGMAR** adalah sebagai berikut :



Peran Komunikasi Visual
(grafis, ilustrasi, **FOTOGRAFI**, televisi, virtual)



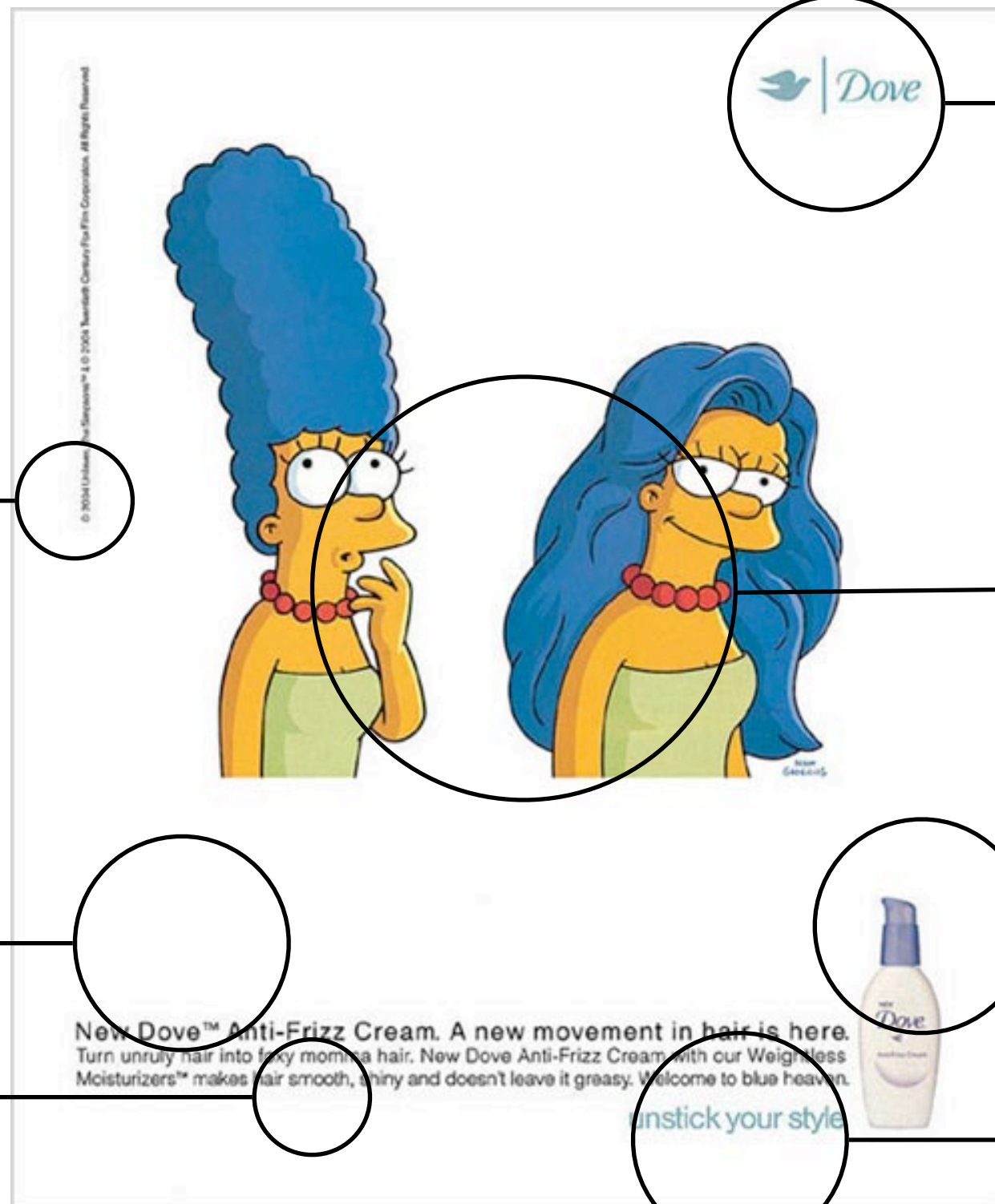
IKLAN DAN FOTOGRAFI

- Fotografi digunakan sebagai teknik dalam beriklan, dimulai sejak **1920**.
- Fotografi dalam iklan awalnya hanya menampilkan gambar penemu, pembuat atau penjual jasa.
- Perkembangan berikutnya, **FOTOGRAFI IKLAN** dikenal dengan nama **PACKSHOT**.

IKLAN DAN FOTOGRAFI

- **PACKSHOT ADALAH FOTO PRODUK** yang memberi gambaran jelas mengenai produk yang diiklankan, termasuk label dan kemasan (its labeling and packaging).
- Fotografi dalam IKLAN KONTEMPORER, berubah tidak hanya sekedar packshoot, tapi menjadi CARA BERBICARA IKLAN itu sendiri. Disebut juga dengan **FOTOGRAFI KREATIF**.

ANATOMI IKLAN



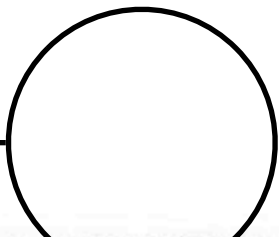
Trademark



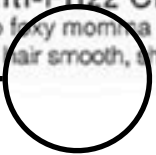
Signature

Image / Artwork

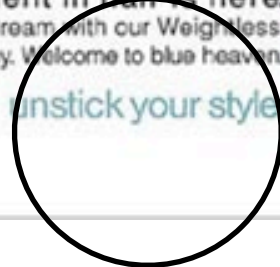
Headline



Body Copy



Pack Shoot



Slogan / Tagline

Iklan Ilustrasi dan Grafis

MAROC
L'AFRIQUE DU NORD

OFFICE DU TOURISME DU MAROC, RABAT

Escape to
ASIA

PORTO & SHERRY
SANDEMAN

ANISETTA EVANGELISTI
LIQUORE DA DESSERT

DITTA
L. EVANGELISTI
SANT'ELPIDIO (MARCHE)

chapeaux
MOSSANT

HABANAS
Quality Cigars

NEW HAMPSHIRE

THE *New* 20TH CENTURY LIMITED
NEW YORK - 16 hours - CHICAGO
NEW YORK CENTRAL SYSTEM





Coca-Cola THE GREAT NATIONAL DRINK
 AT
 THE GREAT NATIONAL GAME

Patrons and athletes alike find Coca-Cola as much a part of their enthusiasm as the game itself. Napoleon Lajoie, the great Cleveland batsman-manager, says: "I drink Coca-Cola regularly and have been doing so for years. It is the best, most refreshing beverage an athlete can drink." Rube Waddell says he keeps it on the bench for an emergency, and that its REFRESHING! INVIGORATING! SUSTAINING! qualities have pulled him out of many a tight place.

5c SOLD EVERYWHERE 5c



Coca-Cola IS A DELICIOUS BEVERAGE
 Delightfully
 In Harmony
 With the Spirit of
 ALL OUTINGS

Sold at all Founts 5¢
 Carbonated in Bottles

MASSENGALE ARTIST

DRINK
Coca-Cola
TRADE MARK

Delicious



Refreshing

Cures Headache.
Relieves Exhaustion.

AT SODA FOUNTAINS 5¢

THE Ideal Brain Tonic

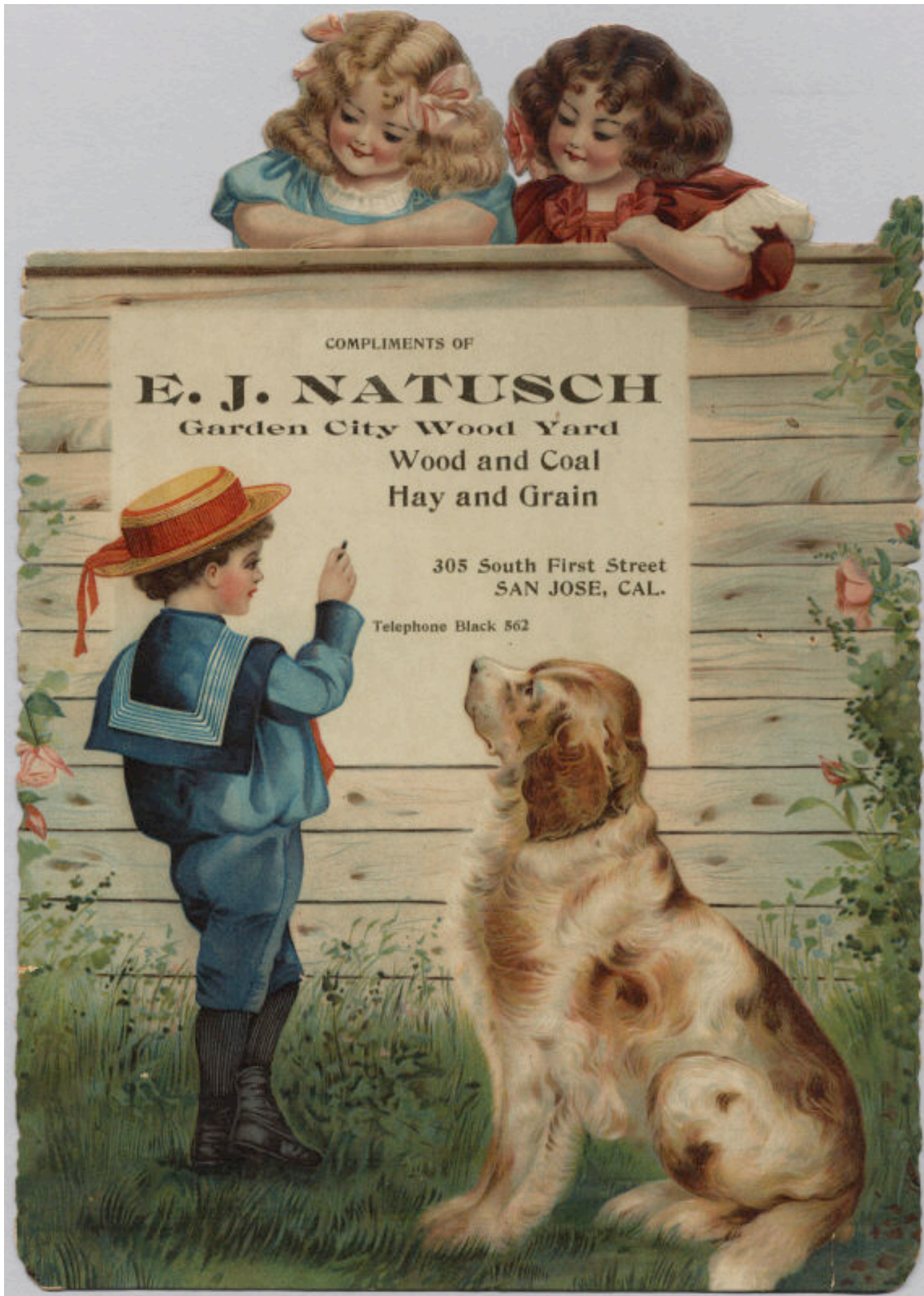
Specific for HEADACHE.

Delightful Summer and Winter Beverage.

Relieves MENTAL & PHYSICAL EXHAUSTION

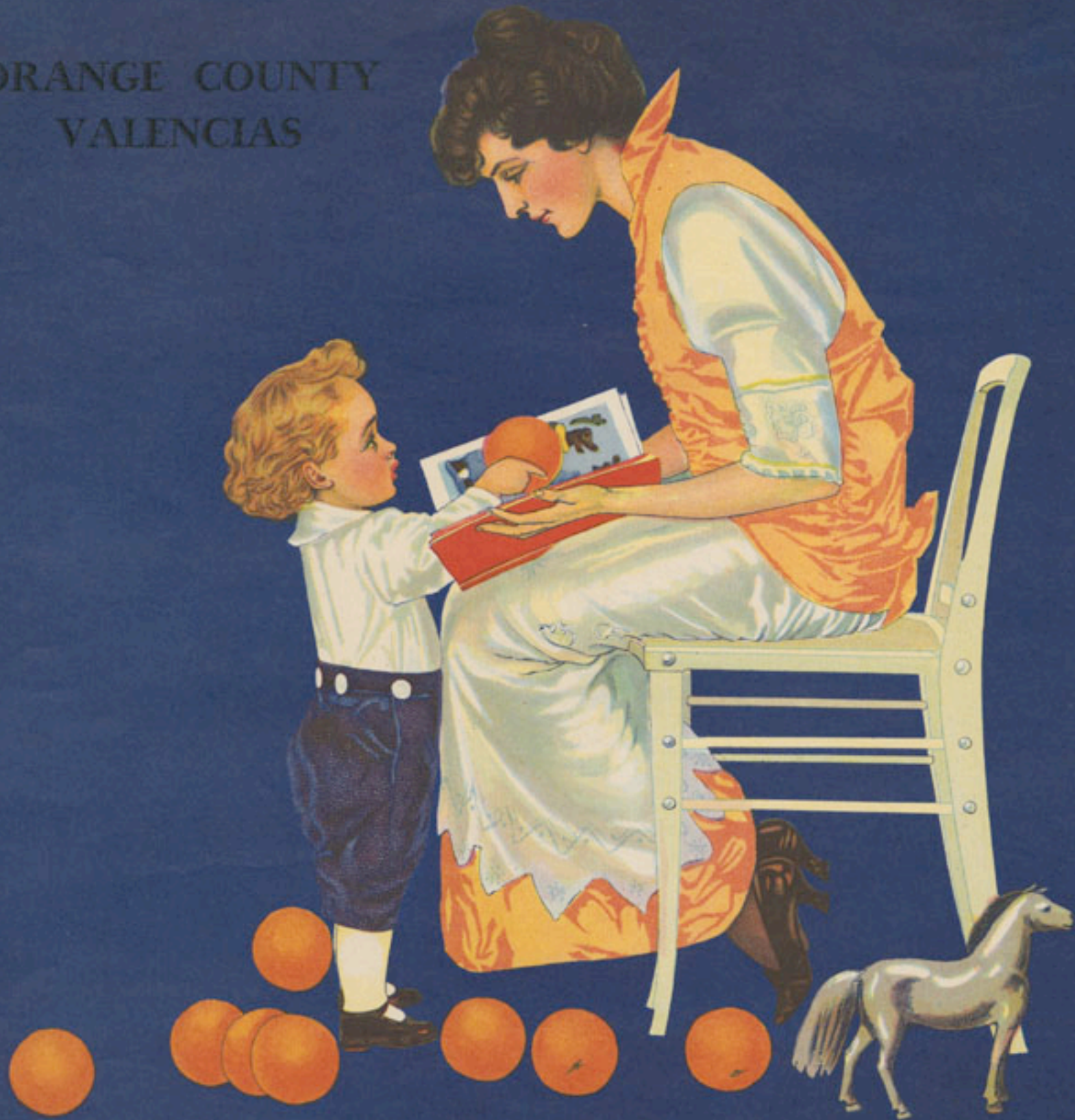


Coca-Cola



“SOON
NINNY”

ORANGE COUNTY
VALENCIAS



OLIVE HILLSIDE GROVES INC.
OLIVE, CALIFORNIA.

THE SATURDAY EVENING POST

GraybaR

EVERYTHING ELECTRICAL

Yes, they're both PALM BEACH

"Sun-starved" people! What if you can't go to the beach for a tan-bath these winter days? Beach sunshine... glorious, vitamin-laden sunshine... can come to you. Right in your home! Any weather. Any

hour, day or night. Any season. Anywhere. At the mere touch of a handy lever on the Graybar Sunshine Health Lamp. It's one of the great luxuries of the decade! The story? Below.



\$49⁵⁰

About the Graybar Sunshine Health Lamp.

It does for you what natural sunshine does. And what's more... it soothes getting those stimulating healthful rays all over your body... with no candles to handle!

Convenient! Use it on any table!... too! To prevent over-exposure the current goes off automatically after 7 minutes... Pleasant! Oh, what soothing, relaxing warmth! Quiet! Backed by Graybar, the

world's electrical distributor... Power Resistant! Copper frame. Malleable. This lamp is not affected by a "short-circuit." In case of any specific ailments, consult your doctor.

Graybar Electric Company
1000 Broadway, New York, N. Y.
In Canada: Tell us about the nearest distributor.



"A spindizzy going sour makes the galaxy's most unnerving noise!"

RIDGID

Cruise lightspeed smooth and silent with this year's sleek NEW Dillon-Waggoner Graviton Polarity Generator

Masuk angin?



pakailah
BALSEM

BINTANG TOEDJOE

BILA PERLU BOLEH DIMINUM
DAPAT DIBELI DITIAP-TIAP TOKO

An advertisement for Ankerpils beer. The top part shows a bus station with a sign that reads 'AUTOBUSDIENST „SIE“' and several vintage buses. Below this, a man in a suit and bow tie is pouring beer from a bottle into a tall glass. The glass has the Ankerpils logo and the word 'ANKERPILS' on it. The bottom part of the ad features the brand name 'Ankerpils' in a large, stylized script, with 'ORANJE BROUWERIJ' and 'BATAVIA' written in smaller letters below it.

**Toean
SIE TIAN IE**

jang poenja ini Autobus-
dienst, ada toean roemah
jang baik boedi, sebab ...
ia selamanja menjoegoehkan

Ankerpils
ORANJE BROUWERIJ BATAVIA

BISKOEWIT VERKADE

TJAP AMPAT
SINJO

MARIE

BISKOEWIT VERKADE TJAP AMPAT SINJO
biskoewit pilihan! Sediah selanja diroemah!
Ada: Sultana, Demi Lune, Café Noir, Marie,
Combination dll.
Kalau sediakan Royal Mixed maka sekaleng berisi
23 matjam biskoewit.

Toko
HOPPENSTEDT

ROYAL MIXED

**Ketjakapanku
memasak djadi terpujji
sedjak saja memakai
PALMBOOM**

Ja, memang njata benar bagaimana tiap masakan
djadi lebih sedap dengan sedikit Palmboom.
Keluarga njonja akan akui betapa sedap sup dan sajur
dimasak dengan Palmboom. Harum dan lezat.
Ingatlah, Palmboom mengandung banjak vitamin A dan D
jang mendjaga kesehatan tiap hari dengan tjara
nikmat. Pun, Palmboom adalah margarine terpilih
untuk ulasan roti. Palmboom menggoreng makanan begitu
mudah dan garing. Palmboom membantu njonja
membikin kue jang akan lebih disukai oleh anak² njonja.
Palmboom datang pada njonja dalam keadaan segar,
karena terisi dalam kaleng hampa-udara.
Tidak perlu disimpan dalam lemari-es.

*Palmboom adalah pilihan
isteri² jang bidjaksana. Tidak
mengherankan, sebab Palm-
boom mengandung kaja-raja
zat² jang menambah kese-
hatan dan tenaga. Belilah
Palmboom karena lebih se-
dap dan lebih bermaknat -
belilah hari ini djaja!*

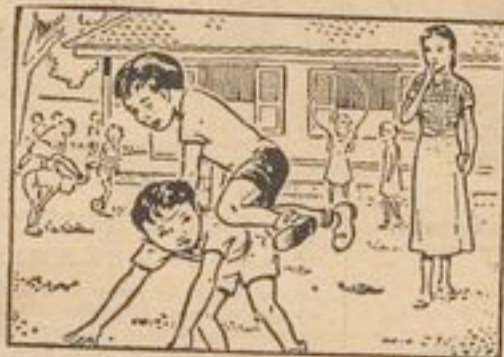
Palmboom
MARGARINE

margarine jang dipakai isteri² bidjaksana

55-PA-4-1

PENTJETAH KONG

**„Giman”
selalu berhasil...!**



Ramai anak² bermain disekolah;
lari-berkedjaran, ber-lompat².



Giman merasa lesu dan segan
bermain lagi.



Ibu gurunja datang menawarkan
roti berlapis Blue Band.



Giman segar dan bersemangat pula de-
ngan gembira meneruskan permainannya.

Berkat usaha Ibu Guruku



**SEHAT - KUAT
BLUE BAND**



BB. 10P-175-B.

HEINEKEN

**BINTANG JANG PALING
TERMASHOER**

HEINEKEN
★ BIER TJAP BINTANG ★

Distributeurs: JACOBBERG.

Iklan Fotografi Awal (1930-1950)

FIENE AND WALTHER



Carl A. Fiene

CLOTHIERS
AND
FURNISHERS

Deutsche
Kleiderhändler



Herman Walther

Orange, Cal.



*The Inter-Tribal Indian Ceremonial,
the last Wed., Thurs. and Fri. each Aug.,
presents 7000 Indians of 30 Tribes in
Dances, Chants, Rites, Sports and Crafts*

GALLUP, NEW MEXICO
AUGUST 26, 27, 28, 1936



*Visit "The Hogan"—Gallup's unique
Ceremonial and Tourist Headquarters*



**24-HOUR
WRECKER
SERVICE**

Phone
ATwater 7-3056
(Grants Phone No.)

**ANYWHERE
ANY TIME**

THE MOST MODERN WRECKER EQUIPMENT IN THE WORLD

BUDVILLE TRADING CO.

MR. and MRS. BUD RICE

BUDVILLE

(On U. S. Hwy. 66)

NEW MEXICO

23 Miles East of Grants and 56 Miles West of Albuquerque on U. S. Hwy. 66

NMSCC No. 928

ICC/MC No. 119330

Pepsi
CERTIFIED
QUALITY
 and more of it!

6 BIG BOTTLES for **1¢**
 PLUS DEPOSIT

DRINK
PEPSI-COLA
 ICE-COLD

The Gibson Bass Banjo

—“The Noblest Instrument
 of Them All”

Because of its unusual size and striking appearance the new Gibson Bass Banjo compels instant attention, wherever used — and when the majestic tones of its deep, powerful voice boom out none can resist its magic spell.

Never before has a bass banjo of this type been considered as a practical possibility — yet the skill and wisdom of Gibson Craftsmen have found the way to build such an instrument, one that is not only practical but practically indispensable in banjo bands, either small or large.

Few instruments can yield greater pleasure to either player or audience than this great bass. For real rhythm it has no substitute. Its foundation tones form a rich carpet upon which to spread the melodic voices of the higher pitched instruments.

Beautifully finished in ivory with solid pearloid peg head inlaid with vari-colored rhinestones. Specially selected white calfskin head. All metal parts finished in glistening gun metal.

The New Gibson Bass Banjo is tuned and played the same as the mando-bass—G-D-A-E.

The young lady playing the bass banjo illustrated here is a member of Miss Jean Rankins' famous all-girl orchestra known as "The Blue Belles." The orchestra is considered one of the top-notchers in vaudeville.



Famous orchestra leaders welcome the new Gibson Bass Banjo

"Mellow as a cello!"

"JAX is light! JAX is right!"

"Sure is finest JAX ever brewed!"



Every day, more and more people are discovering the extra goodness of today's JAX BEER. Wherever beer-drinkers gather, this long-time favorite comes in for plenty of praise. "Dear of the year!" they say... "amoo-oo-oo, mellow and light"... "finest JAX ever brewed!" Have you tried this 1949 JAX yet? It's waiting for you at your favorite neighborhood spot. Try JAX today! Then take home some of this finest JAX ever brewed... in bottles or cans... to enjoy with meals, or with your favorite bedtime snack. Man, it's wonderful food!

Hear "JAX ALL-STAR JUBILEE" every Saturday 9 P.M.

In 12 oz. Bottles and 12 oz. Flat-top, Keg-lined Cans

Call for

JAX

Best Beer in Town

Now better than ever!



ALABAMA BEERING COMPANY, MOBILE, ALA.

A SOUTHERN FAVORITE FOR OVER HALF A CENTURY

S. ALTMAN & CO., NEW YORK • BULLOCK'S, LOS ANGELES • MARSHAL FIELD & COMPANY, CHICAGO • FILENE'S, BOSTON

JANE RUSSELL
Starring in
"Moulin Rouge"
A Republic Picture



General Action! You'll steal the scene in the new Serbin Golfer! For off shopping, play! Featuring... fly-front, full-length, separating fastener... button sleeves... double yoke... action back... 2-inch hem... and removable shoulder pads*. Lenoxdale's sanforized, fine combed broadcloth. In green, navy and maize stripes on white. Sizes 9 to 15 and 16 to 20, \$12!

Serbin
GOLFER

"I lived in Milwaukee, I ought to know..."

*Blatz is Milwaukee's
Finest Beer!*

in Fachschwingung
THE QUALITY OF MILWAUKEE'S BEER


• Why did you live in Milwaukee, you ask? Well, I lived in Milwaukee's home...
America's most progressive, most ideal of cities...
All its benefits... and Milwaukee's...
the atmosphere... the Milwaukee's...
best! The... according to...
Blatz is Milwaukee's...
all Milwaukee's... by...



**Blatz is Milwaukee's
First Bottled Beer!**

Feature Story...for men only!



*Balanced Tailoring makes Timely  Clothes
look better...longer*

Balanced Tailoring is our exclusive way of making a wonderful suit for men. With hand needlework for soft easy lines...and machine sewing for season-after-season stamina. Try Timely Clothes for yourself and see how much extra you get for your clothing dollar! For the name of your nearest dealer, write Dept. 27, Timely Clothes, Rochester 2, N. Y.

**Iklan Coca Cola Amerika
1960-1970 (still life dan fotografi)**

This time of year the food is varied, rich —good-tasting. Isn't it great that one soft drink has a special taste of its own that goes with everything you eat. The unique taste of Coke complements everything from ham to hamburger, imported cheese to roast beef. That's another reason why they call it the real thing.



**It's the real thing.
Coke.**

COKE MEANS ONLY COCA-COLA...
AND COCA-COLA MEANS ONLY COKE...
EACH IS A REGISTERED TRADE-MARK
WHICH IDENTIFIES ONLY THE PRODUCT OF
THE COCA-COLA COMPANY





Be really refreshed! Cool off with Coke! Only Coca-Cola gives you the cheerful lift that's bright and lively... the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!

Don't miss the big TV Special, "Coke Time," June 17th on ABC-TV, 9:30-10:30 P.M., EDT, starring Pat Boone and Paul Robeson. "Coke Time" returns, 10:30-11:30 P.M., EDT, starring Pat Boone and Paul Robeson. "Coke Time" returns, 10:30-11:30 P.M., EDT, starring Pat Boone and Paul Robeson.



COKE ON-THE-JOB KEEPS WORKERS REFRESHED!

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed . . . be more efficient, more alert on the job. Only Coca-Cola has that cheerful lift, that cold crisp taste that so deeply satisfies. Call your Coca-Cola bottler . . . install coolers for Coke and watch the refreshing results.

© 1954 THE COCA-COLA COMPANY. "COKE" IS A REGISTERED TRADE-MARK.

Be really refreshed... enjoy a **FLOAT** with **COKE!**



Be really refreshed! Pause for Coke! Only Coca-Cola gives you the cheerful lift that's bright and lively...the cold crisp taste that deeply satisfies! No wonder Coke refreshes you best!

FOR THE PAUSE THAT REFRESHES





Real life calls for real taste.
For the taste of your life—Coca-Cola.

A Coca-Cola advertisement featuring a glass of iced Coca-Cola with a slice of orange and a bottle of Coca-Cola. The glass is filled with dark red liquid, ice cubes, and a slice of orange. The bottle is partially filled with the same liquid. The glass and bottle are on a dark surface, and a metal bottle cap is visible in the foreground. The background is a light, textured surface.

It's the real thing.
Coke 



**It's the real thing.
Coke.**



Real life calls for real taste.
For the taste of your life – Coca-Cola





**It's the real thing.
Coke.**

One of America's national pastimes—drinking Coke—salutes another—baseball. The great taste of Coca-Cola has refreshed the players on the field, the spectators in the stands, the hit, the lead, the weary and the popped-out. While you're watching the game, treat your thirst to the exhilarating taste of Coke. And discover for yourself why America calls it the Real Thing.



It's just as good in jelly jars.
 Because Coca-Cola has the
 taste you never get tired of.
 Always refreshing. That's
 why things go better with
 Coke after Coke after Coke.



REGISTRATION © 2004 THE Coca-Cola COMPANY. "Coca-Cola" and "Coke" are registered trademarks owned by The Coca-Cola Company.

When you
 order
 Coca-Cola,

you get
 Coca-Cola.



We could serve you
 a lesser brand,
 and maybe you'd never notice.
 But you'll never
 have to worry about that
 at McDonald's.
 Because we've built our

business on value.
 And value isn't just a good
 price. It's the highest quality
 at a good price.
 Oh, maybe we could make
 a few pennies more profit
 from some lesser brand,

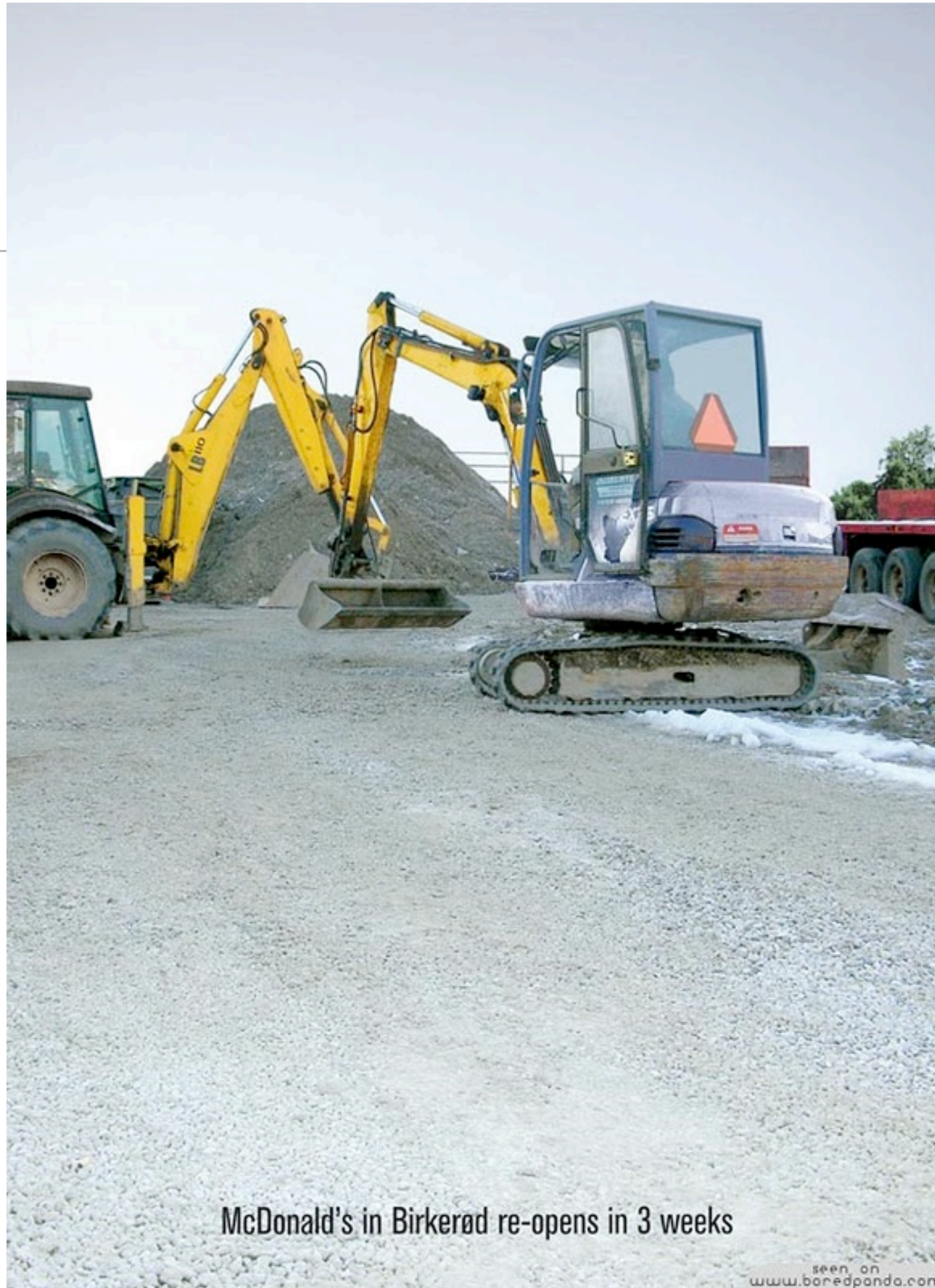
or by skimping here and there.
 But if we did,
 we wouldn't be McDonald's.
 We didn't get big
 by being small.
 McDonald's is your kind of place.



Iklan Modern dan Kontemporer (Fotografi Kreatif)



McDonald's in Birkerød re-opens in 1 week



McDonald's in Birkerød re-opens in 3 weeks



McDonald's in Birkerød re-opens in 2 weeks

iPod...I'm your father

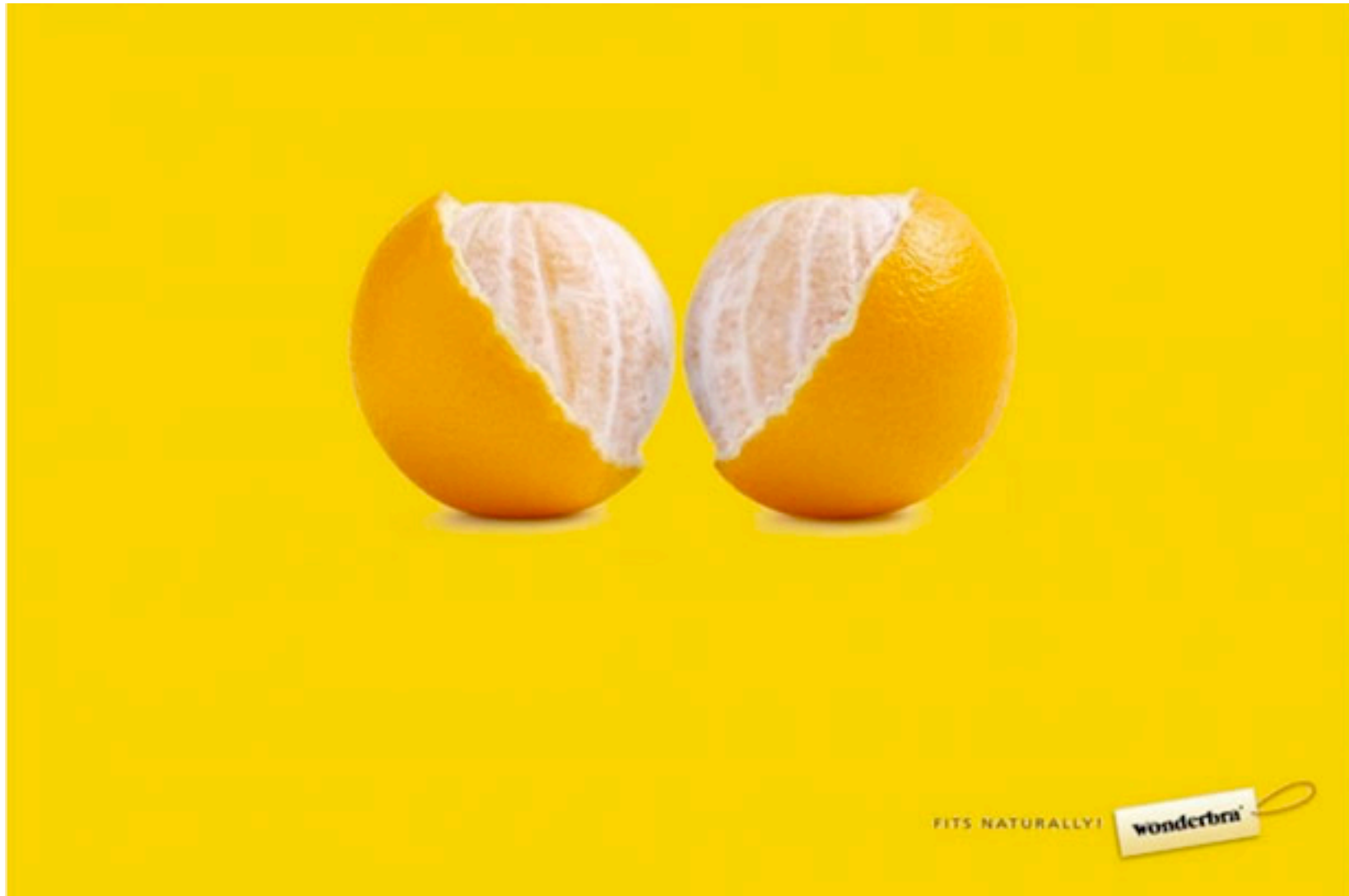


KISSFM97.7
DO YOU REMEMBER?



Almost half of all adult drowning deaths involve alcohol.

**Don't Drink
and DROWN**



FITS NATURALLY!

wonderbra



To anyone for anyone
I once was a
proud office
chair, but
not anymore.

I just want to die
and fall to the floor.
Bafco / rate you with
all my papers,

Don't your comfortable
ergonomically designed
chairs.



BAFCO
office furniture that works for you

www.bafco.com





Pizza Hut
911-11-11

**HATE
LATE?**
Guaranteed Hot & On Time

Aquafresh flexigel
A new flexibility







NATURE THANKS YOU.

Finally, an electric car everyone respects. The ZAP WinCar L.S.X. For more information, call 1-800-251-4555 or visit www.zapcar.com.

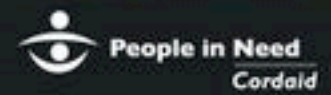






PINT OF BEER € 4.50
50 liters of fresh water € 1.50

Text 'aid' to 2255 and donate € 1.50





HANDBAG € 32.-
Food for a week € 4.-

Text 'aid' to 2255 and donate € 1.50



People in Need
Cordaid



ENJOY THE BEST OF WESTERN MADE IN ITALY.
SPAGHETTI WESTERN
ALL THE SPAGHETTI WESTERN MOVIES ARE AVAILABLE ON SKY TV. THE ONLY OF "SPAGHETTI WESTERN" MOVIES
POSSIBLE TO WATCH IN THE SPECIAL SPAGHETTI WESTERN CHANNEL ON THE SKY TV CHANNEL 100 MILLI.

SKY www.studiouniversal.it The movie channel from the movie makers

Studio
UNIVERSAL



ENJOY THE BEST OF WESTERN MADE IN ITALY.
SPAGHETTI WESTERN
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SKY www.studiouniversal.it The movie channel from the movie makers

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UNIVERSAL



ENJOY THE BEST OF WESTERN MADE IN ITALY.

SPAGHETTI WESTERN

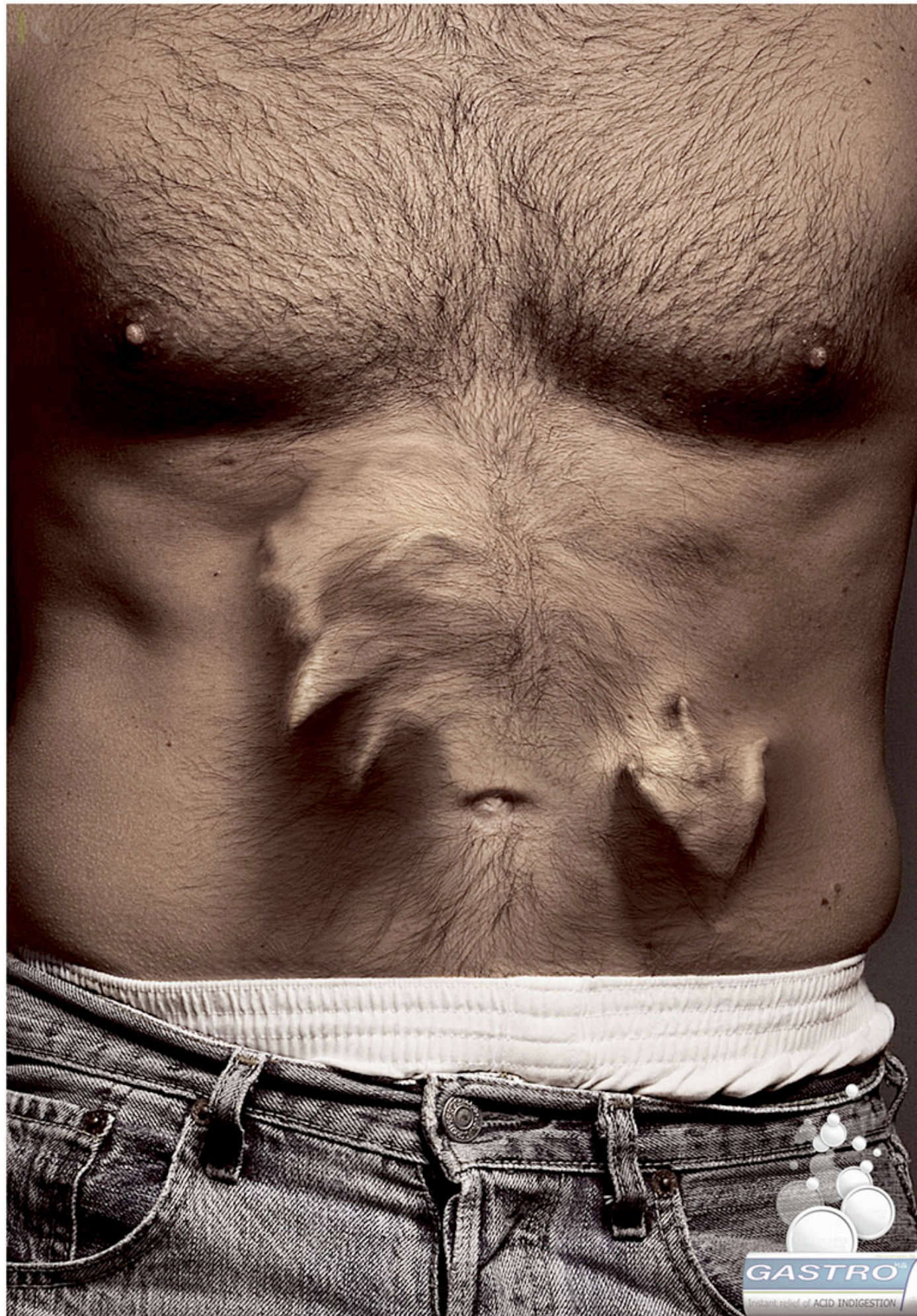
ALL THE SPAGHETTI WESTERN MOVIES AVAILABLE ON THE SKY CHANNELS OF THE SKY TV PLATFORM. THE SKY TV PLATFORM IS AVAILABLE IN ITALY. FOR MORE INFORMATION VISIT www.sky.com/italy. THE SKY TV PLATFORM IS AVAILABLE IN ITALY. FOR MORE INFORMATION VISIT www.sky.com/italy.

SKY

www.sky.com/italy

The movie channel from the movie makers



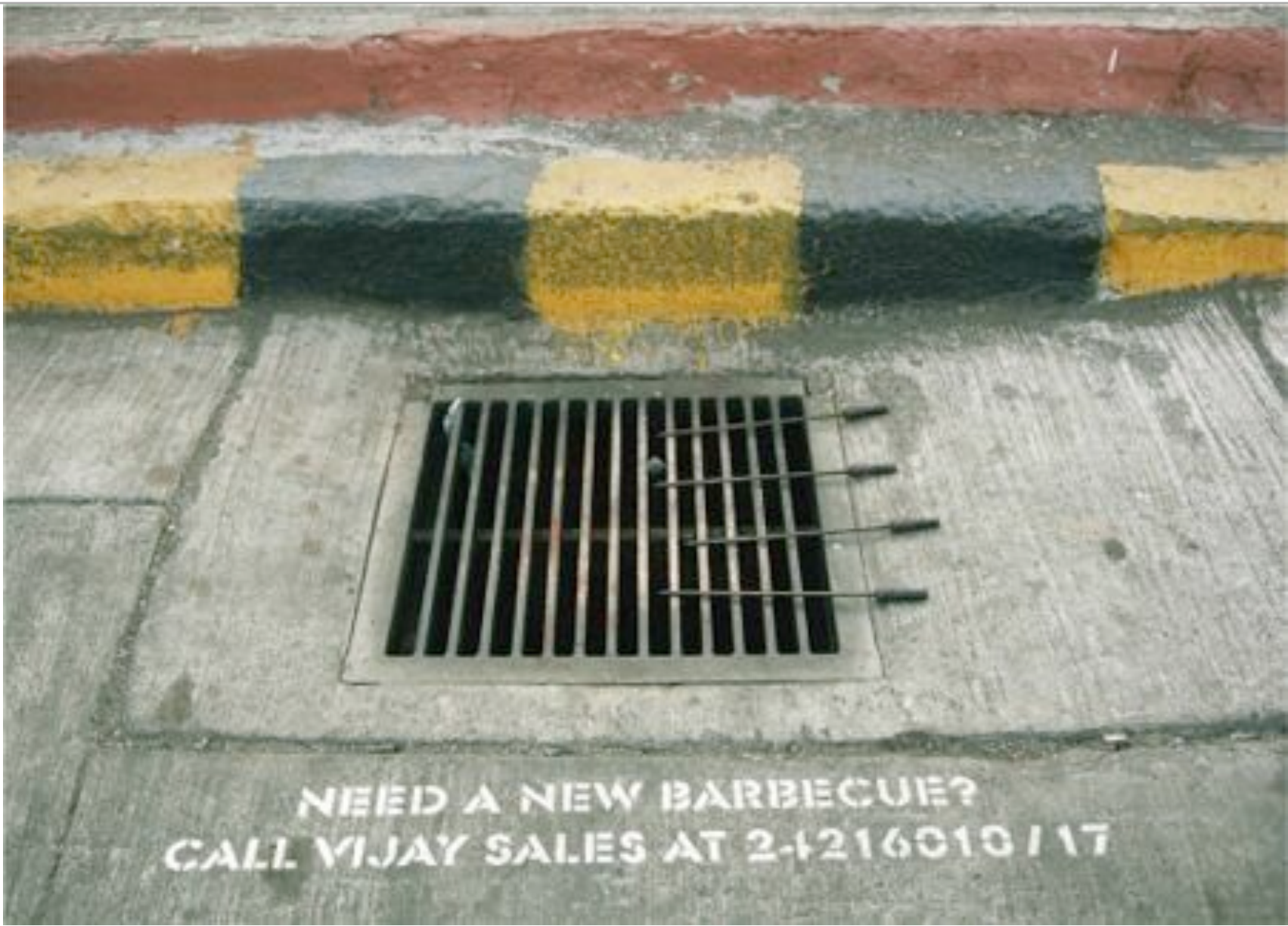




GASTROTM
Fast relief of ACID INDIGESTION

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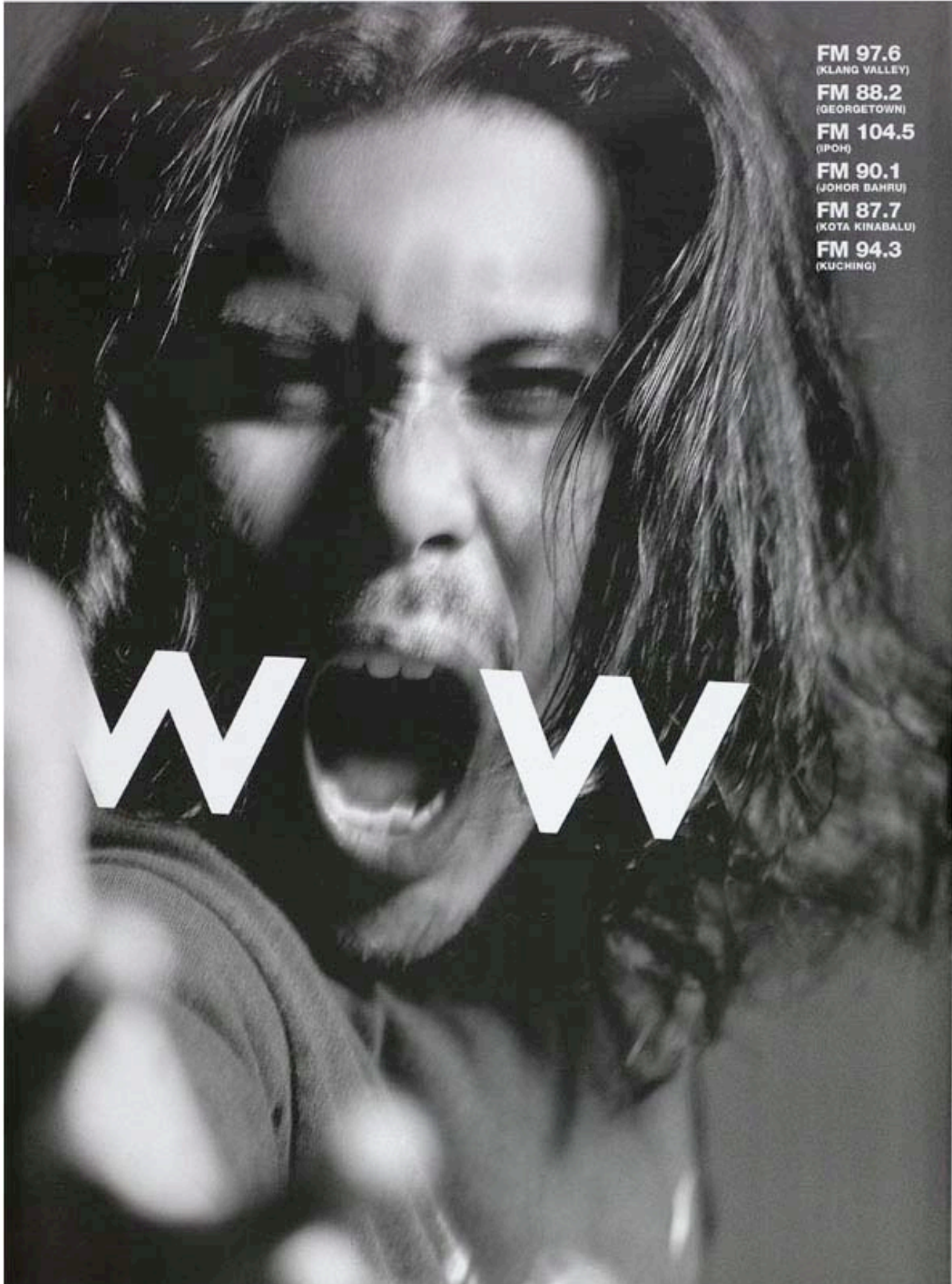
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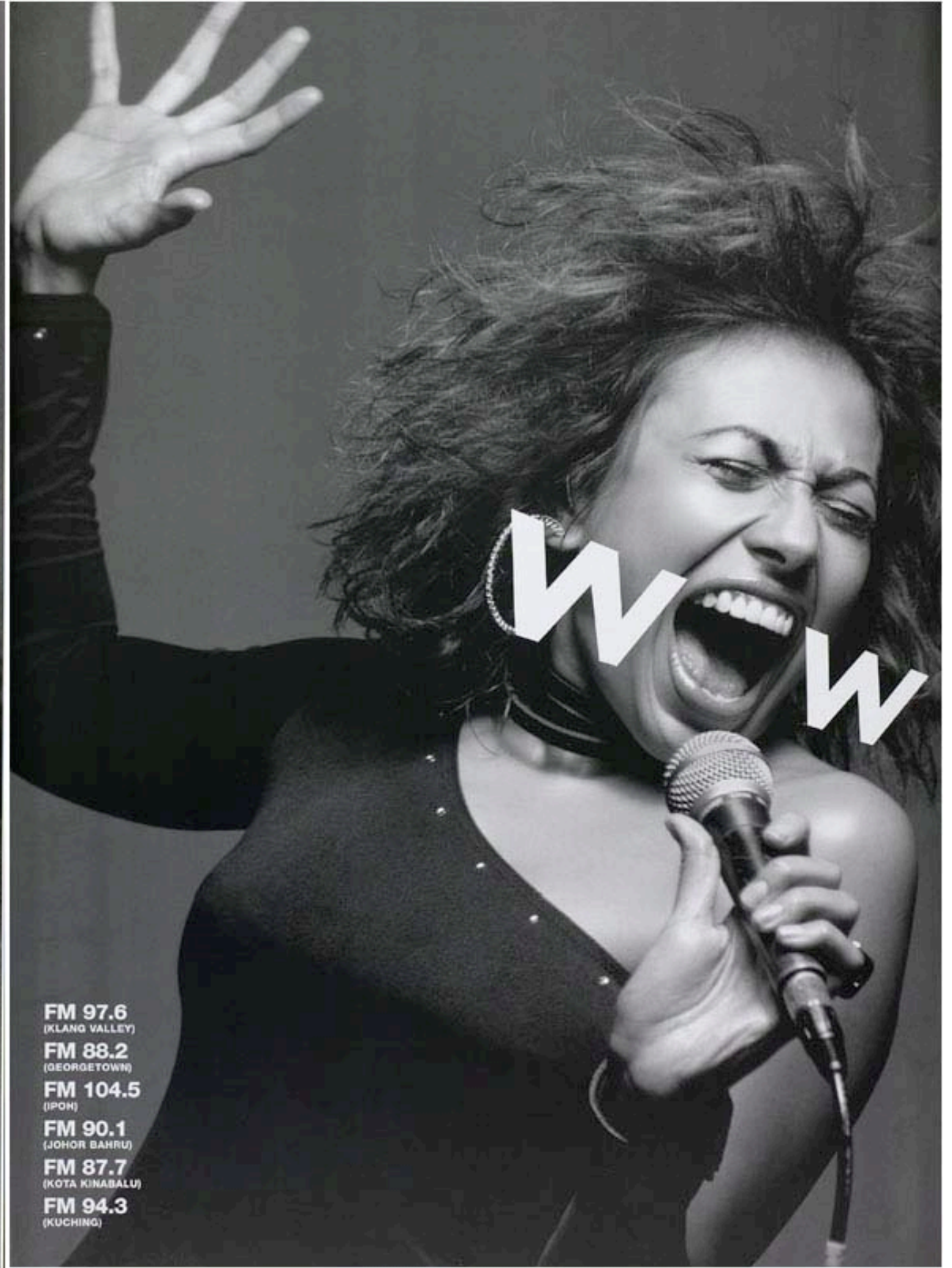




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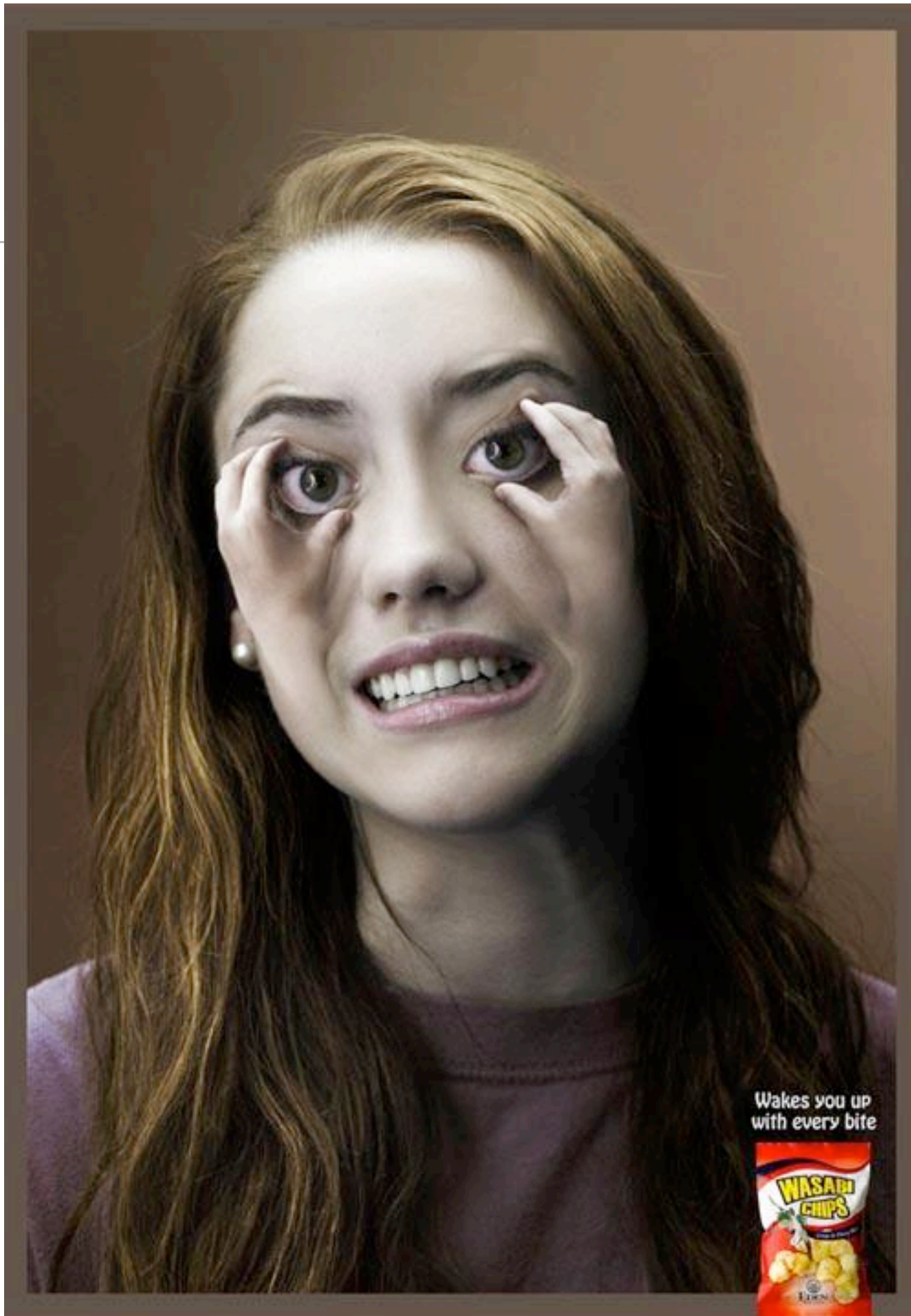
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with every bite





Wakes you up
with every bite





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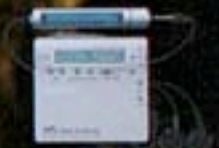
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matur tengkyu