

**Melanjutkan Tugas**

# Setelah menganalisis Segmentasi dan Kelebihan Produk

Selanjutnya?

# TUGAS

## Membuat Kata-kata

Iklan disesuaikan dengan produk

# Iklan Informatif, Persuasif, Promotion

# Headline, Sub Headline, Body Text, Selogan



4 Kelezatan  
sekali gigit  
Wafer • Caramel • Crispy • Chocolate

**beng-beng**

HARGA  
**KAKI LIMA**

RASA  
**BINTANG  
LIMA**

**WAJIB COBA!**

Illustration of a woman eating a wafer.

The advertisement features a vibrant red background with yellow decorative elements. It displays three packages of 'beng-beng' wafers: a single wafer, a box, and another single wafer. The text 'HARGA KAKI LIMA' and 'RASA BINTANG LIMA' is prominently displayed in yellow and white. A yellow banner at the bottom reads 'WAJIB COBA!'. A cartoon illustration of a woman eating a wafer is in the bottom right corner.

**HANGAT** atau **DINGIN**  
SAMA NIKMATNYA

**BARU!**

**Drink**  
**beng-beng**

chocolate  
milk  
cream  
milk

**4 KELEZATAN**  
**DI SETIAP TEGUKAN**

toko online

The advertisement features a central sachet of 'Drink beng-beng' with a red and yellow design. To the left is a hot chocolate mug with a chocolate swirl, and to the right is an iced coffee drink with chocolate sauce and ice cubes. The background is split into a warm orange and a cool blue. Text at the top reads 'HANGAT atau DINGIN SAMA NIKMATNYA' and 'BARU!'. The sachet lists ingredients: chocolate, milk, cream, and milk. At the bottom, it says '4 KELEZATAN DI SETIAP TEGUKAN' and 'toko online' is visible in the background.









