

ABSTRAK

Iklan komersial merupakan salah satu media komunikasi pemasaran yang efektif dalam membangun citra dan persepsi audiens terhadap suatu layanan. Tugas akhir ini membahas strategi komunikasi dalam perancangan naskah dan penyutradaraan iklan Kereta Api Pariaman Express dengan judul “Tenang dalam Kereta: *On Time, Every Time*”. Perancangan iklan ini bertujuan untuk mengomunikasikan keunggulan layanan Pariaman Express, khususnya ketepatan waktu, kenyamanan perjalanan, dan kemudahan akses, melalui pendekatan visual dan naratif yang relevan dengan pengalaman audiens. Perancangan iklan dilakukan melalui tahapan pra-produksi, produksi, dan pasca-produksi. Pada tahap pra-produksi, penulis menyusun konsep cerita, naskah iklan, penentuan audiens sasaran, serta perencanaan visual yang mendukung strategi komunikasi. Tahap produksi difokuskan pada pengambilan gambar yang menampilkan pengalaman perjalanan penumpang secara natural, didukung dengan pengaturan pencahayaan, sudut kamera, dan audio yang membangun suasana tenang dan nyaman. Pada tahap pasca-produksi, proses penyuntingan dilakukan untuk menyusun alur visual yang runtut serta memperkuat pesan melalui musik latar, voice over, dan penegasan tagline. Strategi komunikasi dalam iklan ini menerapkan pendekatan storytelling dan soft selling, di mana pesan komersial disampaikan melalui pengalaman tokoh utama tanpa penjelasan yang bersifat informatif secara langsung. Pendekatan ini bertujuan membangun keterikatan emosional audiens serta memperkuat citra Pariaman Express sebagai layanan transportasi yang andal dan tepat waktu. Hasil perancangan iklan diharapkan mampu menjadi media promosi yang efektif dalam meningkatkan minat dan kepercayaan audiens, khususnya mahasiswa dan pengguna transportasi publik, terhadap Kereta Api Pariaman Express.

Kata Kunci: Iklan Komersial, Strategi Komunikasi, Penulisan Naskah, Penyutradaraan, Pariaman Express, Media Audiovisual, Citra Merek.

ABSTRACT

Commercial advertising is an effective form of marketing communication used to shape audience perceptions and build a positive brand image. This final project discusses the communication strategy in scriptwriting and directing the Pariaman Express railway commercial entitled “Tenang dalam Kereta: On Time, Every Time.” The advertisement is designed to communicate the main strengths of the Pariaman Express service, particularly punctuality, travel comfort, and accessibility, through a visual and narrative approach that reflects the real experience of passengers. The production process of the advertisement was carried out through three main stages: pre-production, production, and post-production. During the pre-production stage, the concept, advertising script, target audience, and visual planning were carefully developed to support the communication strategy. The production stage focused on capturing visuals that represent the passenger journey in a natural and realistic manner, supported by appropriate camera angles, lighting, and audio to create a calm and comfortable atmosphere. In the post-production stage, editing was conducted to organize the visual flow, strengthen the narrative, and reinforce the message through background music, voice-over, and the use of a clear tagline. The communication strategy applied in this advertisement uses a storytelling and soft-selling approach, where the commercial message is delivered through the experience of the main character rather than direct explanation. This approach aims to build emotional engagement with the audience and strengthen the image of Pariaman Express as a reliable and punctual transportation service. The final advertisement is expected to function as an effective promotional medium that increases audience interest and trust, particularly among students and public transportation users, toward the Pariaman Express railway service.

Keywords: Commercial Advertising, Communication Strategy, Scriptwriting, Directing, Pariaman Express, Audiovisual Media, Brand Image.