

**ADVERTISING PLANNING**  
**OF MOSLEM CLOTH PRODUCTS OF SHIFA BRAND**  
**(The Specified Group Discussions on Advertising Planning Moslem Cloth**  
**Products of Shifa Brand for Market Segmentation in Yogyakarta)**

Lia Oktafiyanti

**ABSTRACT**

This research aims at creating an effective and efficient advertising planning. An effective advertising planning should fit the characteristics of the segmented market which in this research refers to the people of Yogyakarta.

The qualitative method is used in this research which involves 19 university students and 4 advertising experts as the research subjects. The university students were taken through specified group discussions and the advertising experts through detailed interviews.

The result of the specified group discussions and the detailed interviews indicates that the effective and efficient advertising planning can be realised by the accurate and strategic planning for positioning, media, design, and copy writing. Therefore, the above-mentioned elements should be taken into account in every detailed process of advertising planning of Shifa products as to refer to the fact that Shifa products are the brand new products in Yogyakarta.