

The Role of Advertising in The Marketing System

Rakhmanova Shakhnoza Sherkulovna

teacher of the National Institute of Painting and Design named after Kamoliddin Behzod.

Abstract: *The article analyzes the role of advertising in the development of marketing in business activities, advertising methods and economic indicators at the end of last year. The importance of marketing for the economic development of a country is emphasized in the sources. Marketing activities encompass advertising, sales, distribution, and branding, contributing to the delivery of a higher standard of living, reducing distribution costs, creating employment opportunities, protecting against business slumps, and increasing national income. Marketing is crucial for meeting the diverse needs of society, creating demand, and improving the overall quality of life through the promotion of goods and services tailored to consumer preferences.*

Keywords: *Advertising, external advertising, promotions, target advertising, personal brand, trade deficit, external goods turnover.*

Introduction

Currently, small business and entrepreneurship are developing rapidly. In particular, export-import in production and trade directions is increasing day by day. This will make life of our people more prosperous. Also, the development of marketing in business activities is of great importance. Advertising has a great role in the development of marketing. Article 5 of the Law on "Advertising" No. U'R-776 of June 07, 2022 defines advertising as follows: "**Advertising - advertising** distributed using any advertising means, the content of which is aimed at users in the territory of the Republic of Uzbekistan, and attracting attention to the object of advertising, special information intended to create or support interest, as well as promote it in the market for the purpose of direct or indirect profit (income). So, the main purpose of advertising is to promote goods, that is, to help sell new products or offer services, and to get maximum profit from it. Also, it is to convey information about manufactured goods and products or offered services to consumers and to be able to attract them with interest.

Nowadays, there are many ways to advertise your business. Now let's look at it and analyze it. **Advertising in the Mass Media (Media)** was until recently the main method for business development. Especially large corporations willingly used it. However, times are changing and the media, although its position is still strong, is gradually losing customers. These advertising channels to you good familiar So although - count we pass: - TV; - Radio; - Print publications. The first two tools are similar to mass bombing - the ad is seen and heard by everyone in front of the screen or radio. Although TV and radio to segmentation have that about although they make statements, they are more abstract. The situation in printed publications is different. Because each of them has its own audience and few casual readers. Thanks to this, you can place an ad in a narrowly focused publication and hit the target precisely. The advantages of this promotion are:

- ❖ commandment size Especially through TV advertising millions people sees
- ❖ company of your image strengthening . Small to companies such advertising recommendation but we can't big companies for this the same period.

The disadvantages are:

- ❖ Advertising to give of the price height;
- ❖ Mastery evil

External advertising coverage big to be for people crowded has been places or that purposeful the audience collected in places is installed. Of this for applicable tools: - Billboards; - Stations; - Public transport; - Video advertising on screens. The effectiveness of outdoor advertising is directly related to the location and memorability. Because of this, the more creative the image, the more unique the sales offer, the better it will attract the attention of many people and better cover the budget costs. **The advantages are as follows:**

- ❖ Breadth of coverage. Of course, if the ad is placed in a crowded place.
- ❖ Long-term effect. Billboards can advertise a company for months and bring in new customers.

The disadvantages are as follows :

- ❖ No targeting. Advertising around everyone sees;
- ❖ Mastery evil Situation to TV advertising similar

Actions. The product buy to get the moment profit feeling from doing too better encouraging thing is there Because of this the world marketers business in development this method good they see **Here it is one how much Popular stock types** : - Games or award winning contests ; - Goods type temporary discounts ; - 1+1=3; - Seasonal public sales (sale); - Black friday Of course, it is also necessary to conduct the campaign correctly, reduce the value of goods or allocate funds to the prize fund. On the other hand, the sale of goods fully covers the cost of such activities.

Advantages :

- ❖ Goods circulation increase possible ;
- ❖ Har how in the field work gives

Disadvantages :

- ❖ The value of goods decline due to benefit decreases:
- ❖ of the action himself to advertise as well right will come

Personal brand in marketing last of years from trends one His content is the founder of the company or the leader is the face of the brand as participation is enough and him active develops. For example, he blogs, participates in conferences, conducts master classes, gives interviews, etc. It is inappropriate to include the creation of a personal brand only in offline methods of advertising. Because, for some people, it is enough to maintain a personal page or groups in social networks. **Advantages :**

- ❖ of the audience loyalty increases;
- ❖ Many to tools relatively less costly.

Disadvantages :

- ❖ A lot work demand does The process another to someone submit or automation complex;
- ❖ to the result reach for systematic and long term work demand will be done.

Special attention should be paid to **advertising in social networks**. Few people believed that such resources would be interesting for business 10 years ago. Today, it is possible to open a group on social networks and sell millions. Let's take a look at what this can be achieved. **1. Target advertising.** One of the most popular means of advertising a site or groups through social networks. Suitable for any business. With its help, you can advertise anything: from online courses to real estate sales. Due to the presence of many settings, customers can be filtered by

gender, age, interest, place of residence, income level. This makes it possible to advertise to the target audience. **The advantages are as follows :**

- ❖ The result fast get possible;
- ❖ The amount of traffic easy control to do can

Disadvantages :

- ❖ Competition strong that
- ❖ Advertising show suddenly efficient setup difficulty.

2. Bloggers or thought Advertising in leaders. Today, one person can have a larger audience than a major media outlet. Because of this, it is not surprising that advertising on bloggers is valued at millions of soums. But this does not mean that this type of advertising is suitable only for the wallets of big budget companies. Because, without chasing the number of subscribers, it is possible to turn to bloggers who are not so famous, but in a narrow field. In them advertising placing cheaper and more efficient will be **Advantages:**

- ❖ Big coverage Almost from the media won't stay.
- ❖ Popularity. Advertising on bloggers still grow up rising trend.

Disadvantages :

- ❖ The effect count complicated. Especially blogger your site the link to place agree if not
- ❖ Blogger in the selection difficulties. yourself for interesting channels choose take them each one with advertising placing about agree get it is necessary

According to the statistics of the President, the turnover of Uzbekistan in 2023 increased by 23.8% and amounted to 62.6 billion (billion) dollars. Trade deficit 13 , 7 bln. reached the dollar. A third of exports are made up of gold, which has been sold at record levels. Imports of food, oil and gas have increased dramatically. Uzbekistan's foreign trade turnover in 2023 compared to last year will be 12 billion. USD or 23.8% increase to 62.57 billion. amounted to a dollar. During the year, exports increased by 23.8 percent to 24.4 billion to dollars , import by 24 percent - 30.1 bln. to the dollar increased Foreign trade deficit is 13.7 billion. amounted to more than USD, which is 24.3% more than last year. According to the results of January-December, the volume of export of services was 5.8 billion. dollars or 21.2% of total trade exports and increased by 16.2% compared to last year. Transport - 43.2 percent, tourism - 41.4 percent, telecommunications, computer and information services - 8.5 percent, and other business services - 3.1 percent take the main share in the export of services. As can be seen from these numbers, marketing plays a significant role in the day-to-day development of business activities in our country. From the above analysis, we can conclude that advertising is of great importance in the development of marketing of enterprises and organizations. There are a lot of options when it comes to choosing advertising media. In this article, we analyzed the advantages and disadvantages of using currently popular types of advertising. Enterprises and organizations currently engaged in business activities choose the most appropriate one depending on their type of activity. However, it is very difficult to choose the optimal channels that attract customers and not waste time and budget. Every business needs an individual approach, so it is necessary to try many things and look for the most effective one.

References:

1. Law of the republic of Uzbekistan on "Advertising" 07.06.2022 No. ORQ-776.
2. Statistical data under the presidency: 2023 results . [https :// day . en > news > list](https://day.en/news/list).
3. International Accountinf Standard (IAS 7). Cash flow statement.

4. National accounting standard of the Republic of Uzbekistan (NAS) N 9 "Statement of cash flows" (Registered by the Ministry of Justice on 04.11.1998 N 519, approved by the Ministry of Finance on 16.10.1998)
5. National accounting standard of the Republic of Uzbekistan (NAS N 21) "Chart of accounts for accounting of financial and economic activities of business entities and Instructions for its use" (Approved by Order of the Minister of Finance dated 09.09.2002 N 103, registered by the Ministry of Justice on 23.10.2002 . N 1181).
6. Order of the Minister of Finance of the Republic of Uzbekistan. On the approval of "Forms of financial statements and rules for filling them out" [Registered by the Ministry of Justice of the Republic of Uzbekistan on January 24, 2003 Registration No. 1209]