

ABSTRACT

In this research it will analyze the advertisement where the advertisement is known to have a creative strategy. The advertisement referred is two advertisements from Bukalapak entitled “The Excitement of Shopping at Bukalapak” and “Bukalapak is Great Indeed”. In this research entitled “Creative Strategy on Bukalapak Advertisement on Youtube Media” where these 2 advertisements have won Silver Citra Pariwara on Film Craft category, Bronze Citra Pariwara on Viral and Email Marketing category, and Silver Citra Pariwara on Digital Integrated Campaign category. This research is also based on perspective that creative advertisement are not the same. One perspective said that an advertisement is creative when the ad is able to increase product sales. In addition, other viewpoint said creative ads are from original ideas, have artistic and esthetic value, and also able to win awards. Where others said creative advertisement is the ad who can attract interest and also able to affect audience. This research is expected that in the future it can be useful for ads creators and agencies so that they can understand creative strategy and also able to create more creative ads. The research method used in this study is the content analysis method where the content has three traits inherent in it namely objective, systematic, and generality. In this research we use various data sources such as literature from previous research, related books and libraries, internet, and secondary search. In addition, theory of Creative Strategy is the theoretical basis used in this research. The result of this creative strategy research is that every ads certainly have creative strategy in each of its scenes, where the creative strategy can be identified based on the categories that already exist in the theory.

Keywords: Creative Strategy, Advertisement, Content Analysis