

ABSTRACT

Competition in product marketing happens very strict. Not only in product differentiation or pricing strategy determined by the company, the competition also happens in product promotion. One of the tools for product promotion is advertisement. Nowadays, the development of advertisement making is vary across of organization, university student bachelor at advertising or marketing practical.

Such development makes Persatuan Perusahaan Periklanan Indonesia (PPPI/P3I) hold an event of appreciation in advertising industry at Indonesia called Citra Pariwara. Citra Pariwara is held annually for received appreciation of gold, silver, and, bronze.

The purpose of this research is to discover visual content message, visual technique, and creative strategy which is made by the winners print ad category of gold, silver, and bronze of Citra Pariwara 2015. This research used quantitative descriptive method with content analysis technique. The object of analysis are 19 of print ad.

The result of the analysis is divided into 6 analysis units from each category. The result indicates that visual content message which is dominant is message delivered by hint/ metaphore technique/ (lateral) with 58%. Visual techniques that is used in headline is picture and information with 32%. Meanwhile, in layout category used frame layout with 58%. Then, the category of creative strategy with creative strategy approachment used USP (Unique Selling Proposition) with 53%. Point of interest approachment which is used is combination approach with 37%, on the other hand format and message excecution style used dramatize approach with 58%.

Keywords: Content Analysis Quantitative Descriptive, Visual Advertising, Creative Strategy