

## **ABSTRACT**

*Advertising is a sign and visual imagery that should be given meaning. Through advertising, the information about the product which being advertised can be conveyed to the consumer. This research is about the creative strategy of Antangin FIT's ad in social media, which aims to know the creative strategy of advertisement and visual meaning that is contained in Antangin FIT's ad. This advertising is interesting to be observed because intended for all genders by using women as model that represents women who are multitasking. This research used a descriptive qualitative research method with interview, as the main technique, to producer aspect, literature study, and approach of Roland Barthes semiotics theory to describe visual meaning in the advertisement.*

*The result through this research is that the creative strategy used in Antangin FIT's ad is using USP creative strategy, which means unique selling proposition strategy. The USP strategy on Antangin FIT's ad can be seen in the concept of advertising, by raising the benefits of products which are herbal supplements products, to make people not easily get sick and collapse even though many jobs are handled. The woman in the ads described as multitasking woman because she can handle many jobs or obligations as well as its role more than men. This can be seen from the visual aspect of ads that depicts a woman with many hands. While on the textual aspect, there is the word "collapse" that contains the style of hyperbolic language. Thus, this ad focuses on creative advertising strategies that use women as a force in this advertising, although many activities or jobs that are handled, always FIT with Antangin FIT products.*

*Key Word – Advertising, Creative Strategy, Language, Semiotics.*