

ABSTRACT

Television has been the main medium for delivering marketing messages to the public. Advertising management in commercials has become a very important thing to increase the message conveyed to the audience. accordingly, SCTV has been through the Carnival programme, which has become one of the flagship programmes that are regularly held every year with high appeal in the community. Accordingly, commercial break broadcasts are needed to support the SCTV Carnival program. Through the "Implementation of Advertising Management in SCTV Carnival (On Commercial Break of Bejo Jahe Merah Product)" research design, the author chose the Bejo Jahe Merah product because the product can be consumed by all age groups. The author implemented in the Bejo Jahe Merah commercial break based on marketing communication theory, advertising, and message execution styles, including slice of life, lifestyle, mood or image, scientific evidence, and testimonial evidence as a reference to create a commercial break that is more up-to-date and increased the appeal of the message of the Bejo Jahe Merah product delivered to the audience. Data was obtained from the results of observations at the company, based on company documents, and literature studies. The results of this research design revealed that the implementation of these theories can improve the quality of message execution in the implementation of Bejo Jahe Merah commercial break broadcasts that are more contemporary.

Keyword: *Television Advertisements, Commercial Break, Message Execution Style*