

ABSTRACT

Creativity advertising on television is very important because it's one of the most effective communication to notice the product information to consumers through the media. so the purpose of this study was to determine the application of creative on yamaha motor at the television media.

This type of research used in this research is descriptive making process using observation.

The results of this study that the creative Yamah motors need interesting and creative. And television is an advertising medium that is strong enough and has the advantage that a lot because they have a big enough impact to spread advertising through video and audio elements that are so easily understand by the consumer who must work together to create the right message and impact

Keywords: Promotion, Advertising, Advertising Creativity.