

ABSTRACT

CREATIVE STRATEGY ANALYSIS OF BUKALAPAK ADVERTISEMENT IN SOCIAL MEDIA

The world of advertising is developing rapidly, the large number of advertisers are doing marketing with diverse creative strategy in conventional or digital media, to be able to achieve the purpose of marketing, then the ad should be able to engage the consumer, It should also be able to attract attention and encourage the interest of audiences, certainly needed creative strategy and tactics must also have a visual idea of the message and the visual is good. Yet researchers do observation and note that the community was disrupted with the appearance of 78.4 advertisements both in content and commercial airing in the media advertising of conventional or digital. In the ad, Bukalapak looks different from other competitors like OLX and Tokopedia, While other brand use/endorsmen artist in the ad Bukalapak present with characters that are not yet well known by audiences, Bukalapak are also different with other IE competitors tend to use elements of humor in advertising, Bukalapak also uses interaction in social media that has never been done by any other competitor. This research was conducted to find out how the creative strategy used in visual Bukalapak ad festival and TVC how advertising influences consumer behaviour towards Bukalapak. Analysis of the theory used is the theory of advertising, promotions, creative strategy, DKV, and AISAS. The method of research used the qualitative method. The research results obtained are Bukalapak capable of conveying a message through his ads to a wider audience, both dengan elements of humor in advertising Bukalapak is capable to attract attention, persuasion, remind, and increase sales, Bukalapak succeed in their creative strategies capable of differentiation. Bukalapak use good visual tactics, capable of affecting the audience well.

Key Words: Bukalapak, Messages, Creative Strategy, Advertising, Competitors