

ABSTRACT

ANALYSIS OF CREATIVE STRATEGY IN ADVERTISEMENT OF CUSSONS KIDS TOWRD CONSUMER PERCEPTION

Advertisement of child cosmetics has been widely circulated in Indonesia. However, since 2013-2016 only Cussons Kids used western girl model as a creative strategy of the ad. This is also indicated by the opportunity that Indonesians are very fond of white skin/people even though based on demographic targets of advertisement is inappropriate. From these phenomena and opportunities, Cussons Kids presents a print ad using a western girl model. This ad used an emotional approach. The methods that used in this research are qualitative method and data collection technique using study literature, and questionnaire. This study aimed to understand the creative strategies that used in the ad using the theory of creative strategies and to know consumer perceptions of the ad by using the theory of perception. The results of the research are 1. Cussons Kids used a western girl model as a creative strategy of the ad to promote their product by displaying a western cultural personality in the ad. 2. Consumers are very interested in the use of western girl model, so consumers buy products based on advertising. The conclusion of this research are that this advertisement used an emotional approach and a western girl model for consumers to buy based on feelings compared to product excellence and based on interest based on model that shown in the ad.

Keyword: Cussons Kids, Creative strategy, Perception