

## **ABSTRACT**

*Advertising is considered as the most appropriate medium to promote goods or services. The success makes a lot of companies do not hesitate to spend money for promoting their goods or services through advertising. Sari Ayu and Mustika Ratu become Indonesia cosmetic brands which still rely on advertising as the promotion medium. One of advertisement medium which is applied by those brands until now is the print ad in magazine. Creating an interesting advertisement for consumer needed a creative strategy that has been prepared carefully. The purpose of this research is to discover the creative strategy as advertising appeals and creative execution of 2 brands in the Femina magazine period January 2012 – December 2016. This research uses quantitative descriptive method with content analysis technique. The object of analysis are 13 print ad of 2 brand (Sari Ayu and Mustika Ratu). The result of the analysis is divided into 2 analysis units from each category. The result indicates that advertising appeals which is dominant is informative/rational appeal with 26,43%. Meanwhile, in creative execution which is used is the straight sell/factual message with 27,14%.*

***Keywords: Content Analysis Quantitative Descriptive, Print Advertising, Creative Strategy***