

ABSTRACT

For the first time, Bukalapak as one of the e-commerce in Indonesia create an advertising competition called Bukalapak Advertising Festival 2016. At that particular advertising festival there are more than 1700 advertisements submitted. However, from the number of submitted videos, only 10 advertisements were selected as the best-creation ads videos. Among the 10 video ads, then selected 3 video ads as 1st, 2nd and 3rd place winners, while 1 other selected video ad becomes the category of most-favorite advertising video. From the given information, the researchers interested to examine the value of heroism and the attractiveness of advertising messages out of 10 best-creation video advertisements at Bukalapak Advertising Festival 2016. In this study, researchers used qualitative methods of content analysis, with inductive reasoning. The result in the heroic- value category there are 7 video ads containing the value of heroism (courage), 6 video ads contain the value of heroism (sincerity), 5 video ads containing the value of heroism (leadership), 5 video ads contain heroism (patience), and the last value heroism (willing to sacrifice) is found in 6 video ads. While the attractiveness of advertising messages on the 10 best-creation video ads is dominated by the appeal of emotional messages that is as much as 50%, second dominance is the appeal of the combined message (emotional and rational) as much as 47.5%, and the last 2% rational message.

Keywords: *qualitative content analysis, advertising, heroism, appealing point*