

ABSTRACT

In 2017, the term "micin generation" is rife with poor connotations. This perceptions is created by the misused of Dr. Ho Man Kwok research result which contains a statement that the over consumptions of MSG can increase dead cells amount in a brain. In 2020, PT. Sasa Inti aired a creative ad titled "Welcome Back Micin Swag Generation" via Youtube platform, which aiming to re-decrypting "micin generation" term. From this phenomenon, researcher want to find out whether that ad has an influence on people's perceptions. Therefore, researcher intends to examine this matter further with a research titled "The Impact of Creativity Advertising of Sasa 'Welcome Back Micin Swag Generation' To Public's Perception", in this study researcher use quantitative research methods with descriptive methods. Researcher used 400 respondents as a sample from population of 1,780,618 viewers on the Youtube platform. Based on the results of the study, the variable Creativity Advertising (X) has a significant effect on variable Public Perception (Y). Based on the value of t_{count} (14,302) and t_{table} (1,966). This figure shows that H_0 is rejected and H_1 is accepted. This means that there is an influence between Sasa "Welcome Back Micin Swag Generation" Creative Ad on Community Perception, in amount of 34,92% while the remaining 65,08% is influenced by another variable that are not examined.

Keywords: Ad Creativity, Public Perception