

## ABSTRACT

The digital world will be a crucial point for all human activities, including business activities. PT Idea Imaji Persada as one of the largest and oldest digital advertising agencies in Bandung with business processes that depend on the projects of each client, the quality of service is a point that must be considered. Seeing this phenomenon, the authors chose to do this research to increase understanding of how project management is applied in the marketing discipline, especially in the context of advertising, so that in this study the object was chosen, namely PT Idea Imaji Persada as an agency representing the advertising agency industry.

This study aims to analyze the role of creativity and project management in realizing good service quality using qualitative methods by describing and describing the empirical reality behind the phenomenon. This research will be conducted by interviewing and semi-structured observation of project actors at PT Idea Imaji Persada. This study uses qualitative methods. The data collection tool of this research is interviews, data were analyzed by source triangulation.

The findings of this study are that creativity and project management at Idea Imaji play a major role in improving the quality of service at advertising agencies, while the internal creative process is the most important thing because the main value sold by digital agencies is creativity in their campaigns. The researcher suggests that PT Idea Imaji Persada be able to make changes to its operational and project management systems, by implementing strategic decision theory related to operational management as a whole and can form a Research and Development Team that is more focused on product research and internal development activities. Meanwhile, suggestions for further researchers are expected to add research variables and compare the results of their research with the results of this study.

**Keywords:** Creativity, Digital Advertising Agency, Operational Management, Project Management, Service Quality