

ABSTRACT

Ad series Marjan started in 2010 by presenting the story to be continued until the year 2021. Ads marjan often aired on Television and Youtube as a reminder of the community that the holy month of Ramadan is getting close, and do not forget on any such ads often insert the values of life that has meaning. Of the steps that the researcher is interested to examine value – value of the moral message is displayed in the Ad Marjan series period 2010 – 2021 as well as how the appeal of the message ads displayed on the Advertising Marjan series period 2010 to 2021. In this study, the researchers used the method of content Analysis is qualitative with an constructivist approach. The results found that as many as 12 video 12 the video dominated to the elements of moral creative and friendly with the total points earn a total of 121 points. Then found the results of the 23 points that dominate on the appeal of the message of the rational. The purpose of the parties marjan featuring elements of moral creative and friendly on every Ad Marjan series period 2010 – 2021 is as the material of the doctrine to the audience to always berkreatif in the work and to uphold the value of friendship in everyday life. Then on the attractiveness of the rational, the marjan want to give the information that the product can support the global warming by recycling its products as ingredients that are useful for everyday life and parties marjan want to give peace and togetherness when enjoying syrup marjan.

Keywords: Content analysis of qualitative, ad a moral message, of the attractiveness of the advertising message, Marjan