

ABSTRAK

Nowadays, local fashion brands used social media such as Instagram as their promotion and marketing media. In this case, the advertising strategy is essential for the advertising on Instagram to work effectively. A good advertising strategy is advertise that describes that its product can be a solution to the media that the audience is facing. A local fashion brand KASUAL advertised through Instagram in an attempt to increase sales. The "Ankle Week" ads is considered to be KASUAL's most successful ads. This research aims to find out the stage of creative strategy and creative strategies message that is contained in the "Ankle Week" ads during the July 15th - July 29th, 2020. The method used in research is a qualitative descriptive method with a post-positive paradigm as well as literature studies and interviews as a technique for collecting data. The evaluation of the "Ankle Week" ads was based on the stage of creative strategy from Zein Muffarih and Facets Model of Effects. Result shows that KASUAL has succeeded in developing a purpose and message into an attractive advertisement that has led their audience to make a purchase. With a new style in their commercial, the "Ankle Week" ads was executed with a combination of several execution styles, which are animation, personality symbols, pictures and imagery. The advertising strategy used in the "Ankle Week" ads is an advertisement using a preemptive approach in delivering its message.

Keyword : *Advetising Creative Message Strategies, Social Media Instagram*