

## **ABSTRACT**

*In advertising, selecting a specific target market or segmentation plays an important role in being able to reach prospective buyers precisely and efficiently. Shell is a company known as a producer of fuel oil and other automotive products. With a variety of products and automotive support services that it offers, Shell has an established image that is very closely related to male masculinity, so that the advertisements it makes tend to present the figure of a tough man with masculine visual elements. In 2019, Shell changed its creative strategy by launching an ad titled Semangat Jalan which utilized a female figure as the main character. This study aims to examine the selection of woman as a creative strategy used in Shell Semangat Jalan ad using semiotic text analysis and syntagmatic and paradigmatic axes. The research method used is qualitative with a documentation study approach. The author uses semiotic text analysis methods and syntagmatic and paradigmatic axes to reveal the meaning contained in research object, moreover, interview is also conducted towards key informants as advertiser to find out the creative strategies used, as well as Focus Group Discussions with the target audience to find perceptions towards Shell Semangat Jalan advertisement and the creative strategies used. Based on conducted research , it was found that the advertisement for Shell Spirit of the Road uses female characters as a creative strategy by exploring audience insights deeply and depicting them realistically in the advertisement. The chosen creative strategy succeeded in building an emotional bond between Shell as an advertiser and its target audience.*

*Keywords: Advertising, Semiotic, Creative Strategy, Women, Shell*