

ABSTRACT

Recruitment of Indonesian national army soldiers (abbreviated TNI AD) which is always held every year is the first stage of training TNI AD personnel. In the process of accepting TNI AD personnel, there is a policy implementation implemented by AJENDAM III / siliwangi which has not been maximized and has not met the desired expectations. The problem that occurs and recurs during the recruitment process is the number of registration interest that is not in accordance with the expected location or plan. AJENDAM III carries out a creative campaign and wears it every year to remote areas in order to get quality prospective soldiers. The purpose of this research is to find out how AJENDAM III / Siliwangi's strategy is in carrying out creative campaigns to achieve public interest in becoming a candidate for the Indonesian Army. The population that the researcher uses is the community in the Ajendam III/Siliwangi area, namely. in the cities of Bandung, Cimahi, West Bandung, Garut, Cirebon and Serang so that the samples obtained were 60 prospective state servants. The data analysis technique used is descriptive analysis. The results of this study indicate that creative campaigns play a very important role in introducing the TNI to the public, especially the millennial generation.

Keywords: Public Interest, Creative Campaign, TNI AD