

ABSTRAK

Seiring meningkatnya minat dalam dunia periklanan telah memberikan efek negatif, yaitu sampah visual. Permasalahan ini direspon baik oleh Pitpaganda yang memberikan pilihan alternatif dalam beriklan iklan luar ruang, khususnya di Yogyakarta. Penelitian ini membahas mengenai strategi kreatif periklanan biro iklan Pitpaganda dalam mengiklankan produk Dagadu tahun 2017. Penelitian bertujuan untuk mengetahui bagaimana strategi kreatif periklanan Pitpaganda dalam mengiklankan produk Dagadu. Adapun manfaat penelitian ini agar dapat memberikan informasi, masukan ataupun wawasan bagi akademisi Ilmu Komunikasi dalam pengembangan kajian terkait teori-teori yang berhubungan dengan periklanan. Dalam proses analisis, penelitian ini menggunakan teori periklanan dan konsep strategi kreatif periklanan, serta teori lainnya seperti komunikasi, iklan, dan konsep strategi. Hasil dari penelitian ini menemukan bahwa Pitpaganda menggunakan pendekatan daya tarik emosional dalam mengkampanyekan iklan produk Dagadu di tahun 2017. Daya tarik emosional inilah yang kemudian di-pakai dalam strategi kreatif iklan Pitpaganda. Strategi kreatif iklan Pitpaganda termasuk ke dalam model *inherent drama* dan *positioning*. Strategi kreatif model *inherent drama* Pitpaganda untuk lebih menanamkan mengenai produk dan event promo Dagadu ke dalam benak audiens. Hal ini dikarenakan gaya beriklan Pitpaganda memberikan kesan yang unik dengan menggunakan sepeda berkeliling membawa banner iklan produk Dagadu serta berinteraksi dengan target market dengan menyebarkan brosur. Disamping itu, para Fighter Pitpaganda juga mengenakan kostum sesuai tema event promo dari Dagadu. Sedangkan strategi iklan Pitpaganda dengan model *positioning* yaitu menyelaraskan antara keunikan gaya beriklan mereka dengan citra Dagadu sebagai oleh-oleh khas dari kota Yogyakarta.

Kata kunci: komunikasi, iklan, Yogyakarta, Dagadu, Pitpaganda, Kreatif

ABSTRACT

Along with the increasing interest in the advertising world has given a negative effect, namely visual pollution. This problem was responded by Pitpaganda who provided alternative choices in advertising outdoor advertising, especially in Yogyakarta. The study discussed the creative advertising strategy of Pitpaganda advertisement agency in promoting Dagadu products on 2017. Through the discussion, the study aimed at identifying how the creative advertising strategy had been implemented by Pitpaganda advertisement agency in promoting Dagadu products. Then, the benefits of conducting the study were providing information, suggestions, and insights for the academics of Science of Communication in relation to the development of advertisement-related theories. Within the process of analysis, the study relied on the theory of advertisement and the concept of creative advertising as well as other theories such as communication, advertisement and strategy concept. The results of the study then show that Pitpaganda has relied on the use of emotional attraction approach in promoting Dagadu products in 2017. It is the emotional attraction that has been implemented in the creative advertising strategy by Pitpaganda. The creative advertising strategy by Pitpaganda belongs to the inherent drama model and the positioning model. The creative advertising strategy that belongs to the inherent drama model is intended to internalize the promotional event of Dagadu product into the mind of the audience. The reason is that Pitpaganda-styled advertisement provides unique impression by cycling around the banner of Dagadu product advertisement and by having interaction with the target market through brochure distribute. In addition, the Pitpaganda Fighters also put on the costumes according to the promotional event theme decided by Dagadu. On the other hand, the creative advertising strategy that belongs to the positioning model is intended to balance between the unique style of advertisement that Pitpaganda has and the impression of Dagadu as special souvenir from the City of Yogyakarta.

Keyword : *Communication, advertisement, Yogyakarta, Dagadu, Pitpaganda, creative*