

Advertising is the communication activities of the company to costumers in the same direction. The diversity of consumer products and the diversity of communication pattern from manufacturers through advertising requires the advertising industry to be more creative and campaign for a product. Outdoor advertising is a considerable interest because it is relatively cheaper than advertising on television. Key strength in outdoor advertising is having a good creative that is usually displayed on the headline, sub-headline, bodycopy, tagline, and visualization products that provoke concern. The objective of this research is to know and understand the contents of tobacco outdoor advertising in Yogyakarta (Kota Yogyakarta, Kabupaten Sleman, Kabupaten Bantul) month period from March to August and also knowing that how an advertiser do creative strategy to make message, visual, and advertising activity beside the rule of government . In the process of producing an advertisement that are innovative, effective and efficient is not separated from creative strategy to be done. Creative strategy according to an adviser is often regarded as the result of a variety of information about products and target consumers into a particular position. Kind of method that used in this research is content analysis, based on the analysis of the results of research that has been done, the majority of cigarette outdoor advertising under study showed that the majority in cigarette advertising activities in Yogyakarta (Kota Yogyakarta, Kabupaten Sleman, Kabupaten Bantul) is an ads that uses type of persuasive communication reinforced with creative strategy in terms of visual ads that reinforce the text, in terms of content focuses on the process of persuading or influencing, and reminding the target market or consumer of the company and its product to be willing to accept, purchasing, and be loyal to the products offered through the company advertising. Consumer needs and felling of attractiveness used as the base that serves ads affect. Consumer on an emotional level so that ultimately the consumer will be entagled in the overall advertising activity which will ultimately make consumers interest, try, until loyal to its products. Keyword: Contents in cigarette advertising, outdoor media, advertising creative strategy