

## ABSTRAK

Peningkatan jumlah pengiklan merupakan suatu hal yang sangat penting bagi PT Tempo Media Tbk Jateng - DIY. Upaya peningkatan pengiklan tersebut dilakukan oleh divisi *Account Executive* berperan penting dalam perusahaan untuk menambah peningkatan iklan. Maka dari itu diperlukan strategi kreatif bagi seorang *Account Executive* agar dapat mendapatkan pengiklan dan bersaing dengan surat kabar harian local khususnya Kedaulatan Rakyat. Penentuan strategi kreatif ini menggunakan teori SOR dan teori strategi kreatif *Account Executive* dengan menggunakan metode deskriptif kualitatif. Hal ini ditunjukkan dengan adanya strategi kreatif yang dimiliki oleh *Account Executive* untuk mendapatkan pengiklan yaitu analisis kompetitor media lokal, hubungan antar divisi, metode pendekatan pengiklan dan factor penghambat dalam mendapatkan klien. Melakukan pendekatan dengan pengiklan mempunyai peran besar dalam upaya mendapatkan pengiklan dan bersaing dengan media lokal. Hal ini mempermudah bagi *Account Executive* untuk memprospek pengiklan sehingga pengiklan mau bekerjasama.

Kata kunci :Strategi Kreatif, *Account Executive*, Hubungan Antar Divisi, Metode Pendekatan Pengiklan

## ABSTRACT

*The increase in the number of advertisers is something that is very important for PT Tempo Media Tbk Central Java-Yogyakarta. Efforts to improve these advertisers conducted by divisions Account Executive. Account Executive instrumental in the company to add to increased advertising. The creative strategies are needed for an Account Executive in order to get Advertisers and competing with the local daily newspaper. Determination of creative strategy using SOR theory and creative strategy Account Executive theory using qualitative descriptive method. This is indicated by the presence of a creative strategy that is owned by an Account Executive to get advertisers that local media competitor analysis, the relationship between divisions, the approach advertisers and inhibiting factors in getting advertisers. Approach with the advertiser has a major role in the efforts to obtain advertisers and compete with the local media. This will make it easier for an Account Executive for prospecting advertisers so that advertisers are willing to work.*

*Keywords : Creative Strategies, Account Executive, Intergovernmental Relation Division, Method Approach Advertise.*