

## ABSTRACT

PT Mara Advertising is an advertising company that provides services of a full service agency located in Jalan Mawar 22 Baciro , Yogyakarta . Development of the advertising industry is rapidly increasing making PT Mara Advertising has always wanted to bring a unique and creative ideas for every client pull her . A creative strategy is needed for a product , such as milk products Prosteo Plus . With the existence of a creative idea for milk Prosteo aims to study how the process of strategy creative ideas that made PT Mara Advertising in winning market competition to milk Prosteo Plus . The purpose of this study is to find a picture of dairy products Prosteo Plus and also to describe the success and position in the marketing of milk Prosteo Plus and foremost is to describe and analyze how to PT . Mara advertising in building a creative idea to win the market competition . Based on the theoretical framework used , researchers used theory Message -design logic or the logic of drafting a message In theory this is a manifestation of a form of strategy komunikasi an effort how a message is created and formed , so that others can be persuaded by what is delivered . The research method used is descriptive qualitative research method that is research that seeks to develop concepts and gather facts , but the study was not intended to test the hypothesis ( assumption temporarily ) based on certain theories . In the descriptive qualitative method focuses more on observation and scientific atmosphere ( naturalistic setting .. Sources of data in this study were obtained from the primary data source and secondary data sources . Sources of primary data comes from sources that of the Mara advertising is AE or Account Executive and Tim creative while secondary data . techniques of data collection in this study was done by direct interview of the informant as well as from the list of libraries , it helps authors to analyze and determine the occurrence of a flow of creative strategies PT Mara Advertising is complete and accurate to dairy products Prosteo Plus .