

## ABSTRAK

**Universitas Muhammadiyah Yogyakarta**

**Fakultas Ilmu Sosial dan Politik**

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**Strategi Kreatif Iklan Event Hotrod Weekend Party Dalam Menarik Minat Pengunjung Periode 2016**

**Tahun Skripsi 2017 + 97 Halaman + 28 Gambar**

**Daftar Pustaka : 20 buku (tahun 1992 - 2015) + 2 jurnal + 2 sumber internet**

Seiring banyaknya pameran otomotif khususnya di Yogyakarta maka persaingan menjadi ketat, sehingga mendorong panitia *event* Hotrod Weekend Party harus bisa berinovasi dan berkreasi dalam menentukan strategi kreatif iklan agar dapat bersaing. Penelitian ini bertujuan untuk mendeskripsikan strategi kreatif iklan *event* Hotrod Weekend Party dalam menarik minat pengunjung periode 2016.

Jenis penelitian yang digunakan adalah studi kasus deskriptif kualitatif. Adapun teknik pengambilan data yang digunakan oleh peneliti adalah teknik wawancara dan studi dokumentasi milik panitia Hotrod Weekend Party. Kemudian setelah data terkumpul dan sudah lengkap, peneliti melakukan analisis data berupa pengumpulan data, reduksi data, penyajian data, kemudian menarik kesimpulan dari data tersebut.

Hasil penelitian menunjukkan bahwa strategi kreatif yang dilakukan oleh panitia Hotrod Weekend Party dilaksanakan melalui beberapa tahapan, yaitu : menetapkan tujuan, melakukan penggalian informasi terhadap identitas atau karakter dari sebuah *event*, *brainstorming* untuk mendapatkan ide kreatif dari informasi-informasi yang telah dikumpulkan dan memilih media iklan yang akan digunakan. Dalam pelaksanaan terdapat beberapa tahapan yang tidak dilakukan oleh divisi Advertising *event* Hotrod Weekend Party. Dimana tahapan-tahapan yang tidak dilakukan tersebut berupa; penetapan jadwal atau penjadwalan kapan iklan disebar dan atas dasar pertimbangan yang berdasar.

**Kata kunci:** Strategi Kreatif Iklan, Strategi Kreatif, Hotrod Weekend Party

## **ABSTRACT**

**Muhammadiyah University of Yogyakarta**

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**The Concentration of Advertising**

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**Creative Advertising Event Strategies Hotrod Weekend Partyin Attracting  
Visitors to the Period 2016**

**The Year 2017 Thesis + 97 Pages + 28 Images**

**Bibliography : 20 book (year 1992 - 2015) + 2 journal + 2 internet source**

As the number of automotive exhibitions particularly in Yogyakarta, then the competition becomes intense, thereby encouraging event organizers Hotrod Weekend Party should be able to innovate and be creative in determining advertising creative strategy in order to complete. This study aims to describe the creative advertising event strategies Hotrod Weekend Party in attracting visitors to period 2016.

This type of research is descriptive qualitative case studies. As for the data capture techniques used by researchers is the interview techniques and study documentation belongs to Committee of Hotrod Weekend Party. Then after the data is collected and it is complete, researchers conducting the data analysis is the form of data collection, data presentation, data reduction, and then draw conclusions from the data.

Research results show that the creative strategy carried out by the Committee of Hotrod Weekend Party implemented through several stages, namely: goal setting, digging the information against the identity or the character of an event, brainstorming to get creative ideas from the information that has been collected and select advertising media will be used. In the implementation there are several stages that are not performed by the division of Advertising event Hotrod Weekend Party. Where the stages that the form was not done; assignment schedule or scheduling when the ad spread and on the basis of the consideration is based.

**Keywords:** Creative Advertising Strategy, Creative Strategy, Hotrod Weekend Party