

CREATIVE ELEMENTS OF ADVERTISING IN DISPLAYING PRODUCT IDENTITY

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ABSTRACT

This research aimed to find out what ad creative elements contained Indomie Goreng advertising period 2003-2015 in displaying the product identity. This research used content analysis method, the reason for using this method is to describe the message contained in a television commercial advertising indomie in new media Youtube and to reveal the tendency of creative elements in advertising Indomie goreng. Reseacher uses three coders including researchers as judges coder or coder 1. Based on the result of descriptive analysis obtained from coding activity, there are 10 categories : Apeel, Message Strategy, Fungsi iklan, Message strategy, Spokespersons, Excecutional Framework, Physique, Personality, Culture dan Relationship. On the category of Appeal the most frequent and dominant result appeared are Emotional, category message strategy are Affective, category Ad Function are Reminding, category Message Theme are Social gathering/friendship, category Spokespersons are Typical Person, category Excecutional Framework are Slice of Life, category Physique are Product Packaging, category Personality are Happiness, category are Local Culture, category Relationship are No Relationship. Viewed from the results of research findings related to the ten categories, and each category has a dominant appearance. And given the importance of advertising, in fact advertising is directed at the audience to convey information about goods and services. It can be deduced that the ads have an enormous influence in displaying the brand identity.

Keyword : Creative Adst, Brand Identity, Content Analysis

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui dari unsur kreatif iklan komersil televisi indomie goreng periode 2003-2015 dalam menunjukkan identitas dari produk. Metode yang digunakan pada penelitian ini adalah analisis isi, karena tujuannya adalah untuk memberikan deskripsi pada isi pesan pada iklan yang ada di media baru yaitu Youtube, dan untuk melihat kecenderungan unsur kretif pada iklan tersebut. Pada penelitian ini da tiga koder termasuk peneliti yang menjadi hakim koder atau koder 1. Berdasarkan hasil analisis deskriptif yang diperoleh dari hasil pengkodean dari 10 kategori antara lain: Personality, Culture, Apeel, Fungsi iklan, Message Strategy, Excecutional Framework, Spokespersons, Physique dan Relationship. Pada kategori Appeal hasil frekuensi yang dominan adalah Emotional, pada kategori message strategy adalah Affective, pada kategori Fungsi iklan adalah Reminding, pada kategori Message Theme adalah Social gathering/friendship, pada kategori Spokespersons adalah Typical Person, pada kategori Excecutional Framework adalah Slice of Life, pada kategori Physique frekuensi adalah Kemasan produk, pada kategori Personality adalah Happiness, pada kategori Culture frekuensi adalah Local Culture, pada kategori Relationship adalah No Relationship. Berdasarkan dari hasil penelitian tersebut maka dapat disimpulkan pada setiap kategori memiliki variable yang dominan. Sehingga dapat

disimpulkan bahwa iklan memiliki pengaruh yang cukup besar dalam menampilkan identitas suatu produk.

Kata Kunci : kreatif iklan, Analisis isi, Identitas produk

INTRODUCTION

In this increasingly advanced era, many companies compete in selling their products. Product is anything that can be offered to a market that aims to satisfy a want or need of a consumer. The products sold are physical goods, services, organizations, properties, places, persons, and ideas (Kotler & Keller, 2016). For this reason, companies need promotions in selling their products, one of which is by advertising. In advertising, of course, the company also determines with what media it advertises its products. To find out information about the whereabouts of these products, we need an effective way so that information about these products is known to consumers. In this case why advertising activities are needed in the world of marketing. Advertising is any form of non-personal presentation and promotion of goods or services by certain sponsors that must be paid by companies that will advertise their products (Kotler & Keller, 2016). There are several media for advertising, namely using print media (newspapers, magazines) and electronic media (television, radio). Every company certainly wants its product to have its own characteristics so that it can be recognized by consumers, especially in displaying their identity in television advertisements. For this reason, product identity is very important in supporting the creative elements of advertising because companies certainly want to present their products differently from the others. This is done by the company PT. Indofood CBP Sukses Makmur Tbk, which has many brands and products, one of which is Indomie.

Indomie is an instant noodle product from Indonesia. In Indonesia, Indomie is produced by PT. Indofood CBP Sukses Makmur Tbk. This product from the company owned by Sudono Salim was first made on September 9, 1970 and marketed to consumers in 1972, previously produced by PT. Sanmaru Food Manufacturing Co. Ltd., and for the first time comes with chicken and shrimp flavors (History of Indomie Heritage). Indomie's economical price and taste that has been adapted to the tastes of Indonesians have made this Indomie product popular with the public. Not infrequently Indonesian citizens who travel abroad bring Indomie to solve the problem of the availability of food that is practically according to Indonesian tastes. Indomie has two products, namely Indomie Gravy and Fried Indomie. Indomie Goreng has many kinds of flavours. Indomie Goreng also reaches global markets including the United States, Australia, Asia, Europe and Nigeria. Fried Indomie in Nigeria is a staple food (Fawaid, 2015). In addition, the results of observations in the form of observations of researchers on the Youtube website, there are Asian American duo The FungBros or The Fung Brothers, they are Andrew Fung and David Fung, two brothers from Seattle, Washington, and now live in Monterey Park, California who review the Fried Indomie. That means that Indomie Goreng can be said to be worldwide.

The uniqueness of choosing instant noodles in this study is because instant noodles are widely consumed by Indonesians, even instant noodles are a staple food after rice and indomie is comfort food, which means buying without thinking. Considering that Indomie is a top brand product and Indomie products are always top of mind for consumers, this is proven by the mention of all instant noodles with Indomie. Indomie advertisements on television and print

media also display brand awareness for Indonesian tastes and Indomie for my taste. The advertisements are also equipped with a jingle (song) that the entire archipelago can enjoy Indomie, according to the tagline "Indomie Seleraku" (Mulyadi, 2014). Even though Indomie is not the first instant noodle in Indonesia, Indomie is the first instant noodle product that provides a new breakthrough by providing various flavors in its products. With the introduction of this new breakthrough, Indomie poured it into creatively packaged advertisements. From this phenomenon, researchers are interested in knowing what advertising creative elements Indomie uses in presenting its product identity in advertisements.

THEORETICAL LITERATURE

Marketing communication itself is a marketing activity using communication techniques that aim to provide information to consumers so that company goals are achieved, namely by increasing income from using services or purchasing products offered (Soemanagara & Kennedy, 2019). Then added by Kotler and Keller that marketing communications form many functions for consumers (Kotler & Keller, 2016). Consumers can be told or shown how and why a product is used, by what kind of person, and where and when consumers can learn about who made the product and what the company and brand stand for. Every company certainly uses marketing communications to market its products. Like PT. Indofood markets its products, one of which is Indomie Goreng. Marketing of Indomie Goreng is by way of advertising in the mass media, one of which is on television.

Advertising is all forms of non-personal presentation and promotion of ideas, services or goods carried out by certain companies (Hermawan, 2012). In addition, advertising means a form of promotional activity that is often carried out by companies through non-individual communication with a number of costs, such as advertising through the mass media, non-profit institutions, individuals who make posters, advertising companies and so on (Daryanto, 2020). Advertising can also be defined as "any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor" (Morissan, 2017). The main key factor of advertising is that advertising must arouse the attention of potential consumers to the products or services offered by the company and also provide an opportunity to develop a brand and an identity (Hermawan, 2012). If an advertisement is successful, it can help and build a relationship between the consumer and the company.

Effective advertising is usually creative, that is, it can differentiate itself from other advertisements. In Clow and Baack's book, it is explained that creatives are people who can develop and produce advertisements (Clow & Baack, 2020). Usually creative advertisements are advertisements that come from original ideas, have artistic and aesthetic value. Usually creative Indomie Goreng creatives take brief information about the product to be advertised and what message will be advertised. Another opinion says creative advertising is advertising that is able to attract attention and have an effect on the audience (Morissan, 2017). So many companies choose to advertise because of the advertising function. There are several advertising functions including:

1. Informing: In language, informing means giving information. Advertising makes consumers aware of the advertised brands or new products, provides information to consumers about the various advantages and benefits of the product, and can create a certain image about the advertised product brand. With informing, advertising can make consumers familiar with new products or brands, create loyalty or awareness in the minds of consumers and

can increase the number of requests for new products or brands. In Indomie advertisements advertising Indomie fried products with new flavors, for example Indomie Goreng green chili, Indomie Goreng spicy, Indomie Goreng ribs, Indomie Goreng rendang and Indomie Goreng satay.

2. Persuading: apart from being informative, advertising also works by persuading (persuading) consumers to use the advertised product. In Indomie Goreng advertisements also display several interesting elements in an advertisement, such as advertising stars, advertising messages and advertising appearances that are creatively created to drive consumer attitudes towards products that will persuade behavior or purchase intentions. Effective advertising will be able to persuade consumers to try the advertised product or service.
3. Reminding: Advertising can also bring back consumers' memories and awareness of a product or brand that has been around for a long time. Either by displaying new product forms from existing brands, or simply by renewing advertising creativity about the same product to keep abreast of the times, so that consumer loyalty can be formed for the product.

Clow and Baack say that message themes are the main creative key in making advertisements (Clow & Baack, 2020). Indomie Goreng advertising message themes can be created using several message strategies. The message strategy is the main tactic or approach used to deliver the message in the advertisement. In general, there are three categories of message strategies, namely cognitive, affective and conative.

1. Cognitive strategies: this message strategy is the presentation of rational arguments or information to consumers. In addition, cognitive strategies also understand and interpret people, objects and issues. The goal of this cognitive strategy is to design advertisements that will have an impact on a person's beliefs and knowledge. For example, in a food advertisement, it describes that the advertised food is healthy, tastes good or is low in calories.
2. Affective strategies: this message strategy contains a person's feelings or emotions about having an object, topic or idea. This affective strategy creates emotions that can influence consumers, in the end making consumers act to buy products. This affective strategy is an approach to developing a strong brand name. This approach relies on the development of affective-conative-cognitive attitudes.
3. Conative strategies: conative message strategies are designed to lead directly to some type of consumer response (intention, action or behaviour). This conative strategy is usually used to support promotional efforts, for example buying "buy one get one".

Clow & Baack explains that advertisers have several different approaches to advertising (Clow & Baack, 2020). There are seven types of advertising appeals that are most successfully used by advertisers. Advertisers also choose from one of the advertising appeals in developing their advertisements. Fried Indomie advertisements also use several creative elements of advertising, but the decision to choose one of the advertising appeals is adjusted to what the ad wants to convey.

There are several approaches to sexuality used in advertisements: (1) subliminal approach, in this subliminal approach placing sexual cues or sexual icons in advertisements, (2) sensuality, this sex appeal is also based on sensuality, (3) sexual suggestiveness, lots of advertisements

that have a sexual approach, (4) nudity or partial nudist, this approach is still used to sell products that have sexual connotations such as clothes, perfumes and colognes, (5) overt sexuality, using more than sexuality in advertisements, usually for products which are sexually oriented are usually accepted by the audience, but advertisements with sensual themes are often controversial. Advertisers must be careful in using sex ad appeals, this is because in terms of religion, the cultural values of each country. Countries with an average Muslim population will reject nudity advertisements because they consider nudity to be taboo.

Music, music is also an important element in terms of advertising besides that music also helps capture the attention of the audience. The use of music in advertising also affects the audience's memory. Music can attract attention better than the visual and emotional aspects of ads. Music in advertisements is usually in the form of jingles or special music for advertisements such as the jingle for Indomie advertisements "Indomie, my taste". Selection of the right type of music also affects the memory of the audience, usually using songs from famous singers. Brand awareness, brand equity and brand loyalty are easier to develop when consumers remember the music of an advertisement. However, not all writers and musicians are willing to sell their songs for advertising.

Rationality, this appeal relies on consumers actively processing the information presented in the ad. This rational advertising policy is used for complex products. Thus, rational appeal is a good approach to attract consumers' attention. This advertising appeal is used when consumers have a high purchase interest in the particular product being advertised.

Emotions, the appeal of this advertisement is based on three ideas, namely consumers ignore some advertisements, rational appeals are known to consumers for certain products that are advertised at that time and most importantly this emotional advertisement can capture the attention of the audience to develop between consumers and brands. Emotional in Indomie Goreng advertisements mostly use advertisements related to trust, reliability, friendship, happiness, security, calm, anger, protecting loved ones, love, passion and family ties (with parents, siblings, children, family members). Television is one of the best mediums for emotional appeal. This emotional advertising appeal is also tied to humour, fear, music and other appeals to make the product in the advertisement attractive. The same ad will affect consumers both emotionally and rationally. Scarcity, the appeal of this advertisement urges consumers to buy certain products because of limitations. This advertising appeal is used to inform that the advertised product is for a limited time only.

The success or failure of an advertisement is not determined by the size of the available budget, but the success of an advertisement is determined by a creative advertising message. Thus, in order to attract attention, the message in an advertisement must be well planned, imaginative, entertaining and most importantly promising to consumers. Therefore, the creative concept will affect the success of the ad. The creative concept itself is a big idea that makes the message more specific, interesting and memorable.

RESEARCH METHODOLOGY

The type of research used is content analysis, because what is analysed is the content of the creative elements of Indomie Goreng commercial advertisements on the new media Youtube. Content analysis is a systematic technique for analysing message content and processing messages or a tool for observing and analysing the content of open communication behaviour from selected communicators (Suyanto, 2015). Wimmer and Dominick in Kriyantono's book

(Kriyantono, 2016) say content analysis is a method for studying and analysing communication systematically, objectively and quantitatively towards visible messages. Research using content analysis methods can reveal existing trends in the content of communications through electronic and print media. In this study, quantitative content analysis serves to describe the creative elements of commercial advertising in displaying product identity by new media YouTube through Indomie Goreng ads.

In making effective advertisements, creative strategies are needed in making advertisements. Creative advertisements will attract the attention of consumers. The creative elements of the advertisement are in 10 categories:

1. Advertising appeal: says a way of approaching an advertisement in reaching consumers
2. Message strategy: an approach in sending message themes
3. Advertising function: shows the function of the advertisement can provide information, persuade, remind, provide added value or as a support
4. The theme of the message: the theme of this message is defined as the main idea contained in an advertising program
5. Spokespersons: selection of sources and who are spokespersons in advertising
6. Executional framework: is the presentation of the interesting side of an advertisement
7. Physique: is the physical identity of a brand, for example, the packaging and the attributes that are in the brand
8. Personality: describes the character and personality of a brand
9. Culture: this culture is a direct relationship between the brand and the company
10. Relationship: is the strength of the relationship between brands and consumers (Clow & Baack, 2020).

The population in this study were 40 indomie goreng commercial advertisements on new media YouTube during the period 2003 to 2015. In this study, the sample taken was the entire population, namely all commercial indomie goreng commercials on YouTube new media during the period 2003 to 2015, totalling 40 advertisements. In this study, researchers used inter-coder reliability on the creative elements of advertising in Indomie Goreng ads. The use of inter-coder reliability basically wants to see the similarities and differences in the results of measuring instruments from different coders (Eriyanto, 2019) so the higher the degree of similarity between coders, the more reliable the criteria used will be (Kriyantono, 2016). In this case the researcher will choose 2 coders who are able to operationalize the concept and participate in making observations at different times and places. Characteristics in the selection of this coder is that the coder has at least completed high school and is critical of media content.

The first coder is a researcher as a judge. The second coder is Estu, a postgraduate student in Communication Studies, Brawijaya University Malang. The third coder is Haqlia, a Communication Studies student, Brawijaya University Malang. The reason for choosing the coder, because the second and third coders are competent in advertising, especially advertising criticism they have received in lectures and content analysis, this is supported by coder judges who provide an understanding of how to code in detail in filling out coding sheets.

DISCUSSION

This discussion is based on the results of presenting data on the frequency of the dominant advertising creative element appearing in each category. Given the importance of advertising, advertising is a means of communication used by advertisers, in this case companies or manufacturers, to convey information about goods or services to consumers, especially customers of a product through the mass media. For this reason, in preparing an advertisement, it is necessary to pay attention to the selection of media, message content and advertisement format as important elements in producing the right advertisement. In every good advertisement, of course, there is a creative advertising concept that can make the message different, grab attention and be easy to remember. There are several creative elements so that advertising becomes more creative in presenting its product identity, namely, appeal, message strategy, advertising function, message theme, spokespersons, executional framework, physique, personality, culture and relationships. Researchers make these creative elements a category where ten categories are specified as research questions and each has the result of the emergence of the dominant frequency in each category.

The first category is Appeal, the highest frequency of appearance is in emotional appeal, namely as many as (67.5%) advertisements with emotional appeal can attract consumers' attention and can build closeness between consumers and brands. Whereas in Clow and Back advertisements that use emotional appeal can capture the attention of the audience to develop or build between consumers and brands. So what emotional feelings are conveyed in the ad, such as trust, reliability, friendship, happiness, security, serenity, anger, fear, protection, love, passion, and kinship.

This emotional indicator is also supported by a message strategy, namely affective as much as 90% of the researchers adopted the concept of Clow and Back's message strategy which said that this strategy contains a person's feelings or emotions towards an object, topic or idea. This affective strategy creates emotions that can affect consumers and ultimately make consumers act to buy the advertised product. In fried indomie advertisements, the most frequently displayed affective strategy is for example the closeness of a family eating indomie so the feeling that is highlighted is a feeling of affection, besides that the closeness between friends who are eating indomie after playing together, so the feeling that is highlighted is a feeling of friendship and friendship. This is in accordance with Indomie products that can be categorized as comfort food. In Rahmadianti said that comfort food is food that provides consolation or a sense of comfort when we eat it. Indomie tries to associate it with happiness with family because in Indonesia itself it has collectivism values. The results of Schuetzendorf's observations in 1989 regarding collectivism in Indonesia itself show the tendency of group members to support each other which is termed gotong royong where group members receive protection from other members to create harmony such as kinship. Whereas in terms of music and humour indicators, it is not very visible in Indomie Goreng ads.

Another element that supports the creative advertising in the message strategy that appears the most is reminding (70%). In Shimp reminding is an advertisement that can bring back consumers' memories and awareness about a product or brand that has been around for a long time. This can be connected with the Indomie Goreng brand, which is a top brand, Indomie Goreng advertisements are advertised repeatedly so that consumers can remember and be aware that Indomie Goreng is a low involvement product, which is a food product,

which means that consumers do not need to think about buying decisions. As for informing (30%), namely advertising that makes consumers aware of the advertised brands or new products, provides information to consumers about the various advantages and benefits of the product, and can create a certain brand image about the advertised product brand. In the fried Indomie advertisements there are 12 advertisements that provide information on new products, including Indomie fried green chilies, Indomie spicy fried, Indomie fried ribs, Indomie fried rendang, Indomie fried beef jerky Balado, Indomie fried gravy, Indomie fried bulgogi and Indomie fried my noodlez.

Meanwhile, the frequency of creative elements appearing in Indomie Goreng advertisements that appear most often is social gathering/friendship (32.5%). This is consistent with Indomie Goreng advertisements which involve people together or gathered and this is consistent with that Indomie can be categorized as comfort food. In addition, other creative elements of Indomie advertising can be seen in the personality category, namely the happiness indicator (25%), in this case comfort food, which makes eating fried Indomie feel joy.

Togetherness and Kinship (20%), it is also reviewed that indomie is a comfort food where eating fried indomie can be done together and as a family. Remembering the notion of comfort food is food that provides consolation or a feeling of comfort. Indomie Goreng is an original Indonesian food product and its setting is in Indonesia, usually comfort food is eaten together, for example with friends and family and interestingly, in Indomie advertisements, the lively/adventure indicator has the highest frequency of appearance number two, even though the use of lively/adventure is mostly used on cigarette advertisements. This is Indomie trying to expand its segmentation which is not just comfort food but can be used for traveling. The creative elements of Indomie Goreng advertisements in the spokespersons category, the highest frequency of appearances, namely the typical person (65%) in Clow and Baack, explained that this typical person is an ordinary person. There are two types referred to by ordinary people, the first are actors or models who resemble ordinary people and ordinary people in advertising. The researcher also connects with research findings from where the typical person indicator has the highest use in advertisements.

The model that appears in the advertisement is not well-known, the researcher argues that the Indomie brand is a brand that is well known to the public, in this case Indomie is only affiliated and it is identified that Indomie is a jointly owned brand and this typical person is not the main image because Indomie Goreng advertisements portray themselves in the content of meaning in more targeted ads. In Clow and Baack celebrities are used a lot in advertisements. Celebrities also represent an ideal lifestyle in which some people or at least fans of celebrities want to emulate that lifestyle. In this case, there is market behaviour that wants to imitate the lifestyle of celebrities. However, in Indomie Goreng advertisements, the use of celebrity spokespersons was minimal, out of 40 advertisements only 12 advertisements featured celebrity spokespersons. Given that Indomie Goreng is a top brand whose products are low involvement, consumers are more likely to see the product rather than the use of celebrities in Indomie Goreng advertisements. For this reason, the appearance of the celebrity indicator in the spokesperson category is only (20%) compared to a typical person, so that Indomie Goreng does not need to use celebrities to introduce its products. Because according to Friedman states that celebrities have influence for high involvement products. Besides that, Indomie Goreng advertisements tend to use the slice of life (80%) because Indomie Goreng is an everyday product, so the advertisements are related to everyday life.

For example, an Indomie advertisement shows a father and son watching football and eating Indomie at night, a group of teenagers wakes up the pre-dawn meal during Ramadan, eats fried Indomie at dawn, eats fried Indomie at night when hungry, has breakfast with fried Indomie. Understanding the slice of life itself according to Clow and Baack is an advertisement showing that the advertised product is a problem solver or a solution in real life. Whereas in the Physique category, the creative elements of Indomie advertising that appear the highest in this category are product packaging (50%) and logos (30%). Researchers found that according to the packaging is one side of the most important representation of a product that is in it. Creative product packaging will be more visible to highlight the identity of a product. One of them is the Indomie Goreng product packaging in advertisements which is most often displayed in advertisements. Logo is also one of the identities of a product. For example, in an Indomie Goreng advertisement, the logo from Indomie will appear on each Indomie Goreng advertisement.

In the category of creative elements of indomie fried Culture advertisements, the highest frequency of appearance was no culture (77.5%) out of 40 advertisements, 31 advertisements which did not contain Indonesian culture and only 9 advertisements which used Indonesian culture. This is a weakness in this category. Because the no culture indicator means that there is no culture in Indomie advertisements. Local culture (12.5%), in Indomie Goreng ads, rarely shows ads using Indonesian culture. Indomie Goreng uses advertisements with cultural elements at certain times, for example when introducing Indomie Goreng products with the theme of Indonesian culture, namely Indonesian specialties such as Indomie Goreng Dendeng Balado, Indomie Soto Lamongan, showing several tribes in Indonesia, songs and regional languages in Indonesia. The Indomie Goreng advertisement also shows its extension in connecting with its consumers. However, the coding results show that there is no relationship (87.5%), which means that the Indomie Goreng advertisement does not show a relationship between the brand and the consumer. This is the weakness of this category because the no relationship indicator means that there are no suitable ads in the relationship.

Indomie Goreng has not lost its mind in building relationships with its consumers, namely by advertising by involving consumers, namely with testimonials (10%), there are several Indomie advertisements that display advertisements using consumer testimonials, for example on the theme of Indomie advertisements "This is my story". This is because Indomie Goreng wants to show its identity as a product that can build good relationships with its consumers. Indomie also approached its consumers by holding a "jingle dare" competition. This is one of Indomie's steps to build a closer relationship between the brand and consumers so that consumers can remember Indomie's products, which are a low involvement brand. Low Involvement means low involvement or little thinking. According to Solomon, in low involvement, consumers don't really think about what to buy, where to buy, and so on. In this case, when purchasing Indomie Goreng, the researcher argues that Indomie Goreng is a low involvement product.

Seeing from the findings of the researchers related to the ten categories and each category has a dominant appearance. And given the importance of advertising according to Aduloju, in reality advertising is aimed at audiences to convey information about goods and services. In addition, according to Phil, the purpose of advertising is to grow in the communicant a feeling

of liking for goods, services or ideas that are presented by giving perceptions. This researcher draws the conclusion that advertising has a very big influence.

CONCLUSION

Based on the research and content analysis that has been done on Indomie Goreng ads on new media Youtube in the period 2003-2015, the researchers have several conclusions, namely: the results of the highest frequency data for creative elements of advertising in Indomie Goreng ads found that in the appeal category (emotion 67.5%), message strategy category (90% affective), advertising function category (reminding 70%), message theme category (social gathering/friendship 32.5%), spokespersons category (typical person 65%), executional framework category (slice of life 80%), physique category (50% product packaging), personality category (25% happiness), culture category (no culture 77.5%) and relationship category (no relationship 87.5%)

It can be understood from the discussion that Indomie Goreng is consistent with its brand through creative elements in its advertisements. From the results of an analysis of various advertisements from 2003 to 2015, it is known that Indomie is consistent in implementing family-based affective strategy message categories. , anger, fear, protection, love, passion and kinship. Indomie also draws closer to its consumers with a spokesperson, namely a typical person and uses a slice of life, Indomie does not need to use celebrities in its advertisements because Indomie is a top brand that is well known to the public. This is also relevant to reminding the Indomie Goreng advertisement.

There are several limitations in this research and some suggestions are conveyed, namely the limitations in this research from the category of executional framework, physique, personality, culture and relationship, there are still many coders who choose others, this is still a weakness in this research, because the research category is still not right, For this reason, future research is expected to make its own categorization. Indofood Tbk companies, especially Indomie products, are advised to continue to be creative and innovate in advertising in any media, especially advertising in new media such as the YouTube video sharing site.

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