

## **LOCALITY CULTURE AS A ADVERTISING CREATIVE STRATEGY**

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### **Abstract**

The world of advertising currently has experienced extraordinary developments. Advertising Industry vying produce advertisements with the idea of "wild" and creative, though largely a global advertising industry Imaging West. The ranks of both academics and professional advertising stressed about local identity as one of the creative strategy in advertising-advertising Indonesia.

The methods used in this research is to use descriptive method, which aims to systematically describe facts or specific areas in a factual and accurate, this method also uses the analysis of discourse. The analysis of the discourse is used to provide an overview of the visual display ads with the theme of the culture of Indonesia. Using the cultural approach, the author will examine local values in advertising as one of creative advertising strategy. Creative strategies are commonly used in advertising as one of the efforts in reaching the target audience. Associated with the phenomenon of the rise of local cultural elements in various fields can be inferred consumer behavior greatly affect sales of products offered through a cultural approach.

**Keywords:** Locality of culture, creative strategy, advertising

### **1. Introduction**

Advertising is a form of communication which operates with the use of pursuing a strategy to influence the thoughts, feelings and actions of consumers. Advertising as a medium that has the visual signs that relate to the broader community. In today's modern era, traditional values are very rarely serve as creative advertising ideas. The mindset of a very diverse community of Indonesia will certainly affect the behavior of her life especially that still holds the traditional principle

To understand consumers and develop an appropriate marketing strategy we have to understand what they think (cognition) and they feel (influence), what they do (behaviors) and where (surrounding events) that affect the srta is influenced by what is thought, felt and done the consumer.

Indonesia is a country which has a variety of traditional culture, the current culture approach using ads to attract the attention and interest of consumers. This happens because most people Indonesia is still strict local wisdom traditions. In fact, in Indonesia there are advertisements that use creative ideas with traditional cultural approaches.

## 2. Method

The methods used in this research is to use descriptive method, which aims to systematically describe facts or specific areas in a factual and accurate, this method also uses the analysis of discourse. The analysis of the discourse is used to provide a description of the visual appearance of the locality Indonesia culture. Using the cultural approach, the author will examine local values in advertising as one of creative advertising strategy

The author took two samples of television advertising that was themed cultural archipelago, namely Lactamil Milk Ads with the theme of the seven food companion ads and monthly baby pureed SUN with the theme Tedak Siten. This ad was chosen because this ad comes from Indonesia, so as to represent Indonesia cultural Locality. This sample is consistent with the theme of the research is to be raised by the researcher.

Sample 1 :



**Figure 1.** Iklan Susu Lactamil

Source: <http://www.youtube.com/watch?v=D1ZWC8hCaZg>

Sample 2:



**Figure 2.** Iklan SUN

Source: <http://www.youtube.com/watch?v=cDr0qvfVweM>

### 3. Result

When gestational age reaches 7 months, disebagian of Indonesia society especially in Java knows a tradition called seven monthly or Mitoni. The ceremony is performed aiming to be a fetus in the womb is always awarded the salvation. Mitoni held on auspicious day according to the calculations of the Javanese community, for example Monday or Tuesday, or Friday and Saturday. Not only the selection day, the ceremony is held in a special place called Pasren/Petanen or Senthong Center, which in a sense is an Indonesia language booth or room in the main house of traditional Java.

Siten Tedak is a local wisdom ancestral heritage of Javanese for babies aged about seven or eight months. Tedak siten, also known as the ceremony of get off the ground. "Tedak" means down and "Siten" comes from the word "Jane" which means Land. Siten Tedak ceremony is performed as a series of events that aim to make the child grow up to become an independent in the future. Siten Tedak ceremony also had the meaning of a human child's proximity to the Motherland/homeland, by running a good life and true at the same time treat and care for the Earth.

The phenomenon of seven monthly or mitoni Siten Tedak and to this day still holding its existence. Creative approaches that do advertisers essentially learn about and observe the behavior of consumers. This can be proven by the use of local wisdom as the creative idea. Indonesia community has a diverse behavior, this diversity makes the potential of Indonesia as a potential market share and will certainly affect the behavior of her life especially that still holds the traditional principle



**Figure 1.** Iklan Susu Lactamil

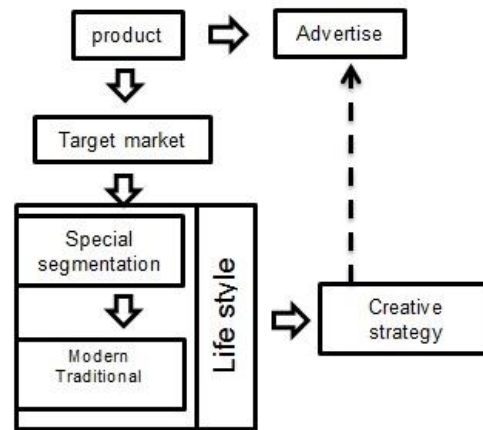
Source: <http://www.youtube.com/watch?v=D1ZWC8hCaZg>



**Figure 2.** Iklan SUN

Source: <http://www.youtube.com/watch?v=cDr0qvfVweM>

On the ad above, seven monthly or mitoni Siten Tedak and has undergone a change. The ceremony was once sacral shifts to the profane, so his order does not comply with the existing standard should be. Processing is packed with creative ideas of the present context means advertisers looked at traditional tradition that can be processed and packaged in such a way so that their creative work does not eliminate the image of the ceremony.



**Figure 3.** Simple advertising strategy

The cultural approach is one of creative advertising strategies in order to enter specific segmentation, especially Indonesia which until now still holds the traditions of their ancestors. The fundamental desire when having children is by a request or prayer that someday the child becomes a human being virtuous. Such traditions are extremely diverse as the multicultural society of Indonesia is able to provide and develop the local potentialities, especially their local wisdom into a creative advertising idea that currently dominated by advertising abroad.

#### 4. Conclusion

In fact a product cannot include the desire of consumers, let alone the number of competitors who have a strategic position and is good in a particular market. Therefore, manufacturers usually choose the most effective marketing section to enter. Market segmentation has particular characteristics, because the purchase decision-making is influenced by various factors, among others, internal variables include: lifestyle, personality, attitudes, perception. And external variables include: social, cultural, and other groups.

Creative advertising strategy fully is the accumulation of various phenomena and symptoms that arise from the reaction of the public as consumers desirability. Advertising idea is a bridge to communicate a product to consumers with visual approach is interesting and creative.

Indonesia is rich in diverse culture and local wisdom, are expected to influence and change the behavior of society Indonesia became a figure whose identity and pride, so being able to develop the creativity of advertising and to host in our own country.

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