

Abstract

Hotman Paris Show is one of the flagship programs of iNews TV. This program is guided by a well-known Indonesian lawyer, Hotman Paris. Each episode raises legal cases among people who are looking for justice and don't forget to also present viral social issues, artist gossip and inspirational stories. Advertising is a form of communication strategy used in the world of television. Through advertising, a product can be known and sought by the public. This is due to the tremendous potential of advertising to influence and shape public opinion and perception. In addition, companies must also be creative in advertising in order to attract the attention of consumers. One of the creative forms of advertising begins with the creation of advertising concepts in television programs, also known Alaihi Salam Built-in products, meaning that advertisements last AS long Alaihi Salam the acara is broadcast. This study aims to determine the Communication Strategy Creative Marketing Department of iNews TV'sin Creating Advertising Concepts on the Hotman Paris Show Talkshow program to Attract Clients with a focus on the stages of communication strategy consisting of Strategy Analysis, Strategy Implementation and Strategy Evaluation. The results of this study indicate that the communication strategy of Creative Marketing Department iNews TV in Creating Advertising Concepts on the Hotman Paris Show Talkshow acara to Attract Clients by using creative items such AS squeeze frames, running text, super impose and built in product (product usage).

Keywords: communication strategy, advertising concept, talkshow, hotman paris show

Abstrak

Hotman Paris Show sebagai salah satu acara unggulan asal iNews TV. Acara ini dipandu sang advokat kondang Tanah Air, Hotman Paris. Setiap episodenya mengangkat masalah-masalah hukum pada kalangan masyarakat yang tengah mencari keadilan serta tak lupa pula tetap menghadirkan informasi-informasi sosial yang tengah viral, berita selebriti sampai cerita inspiratif. Iklan sebagai bentuk taktik komunikasi yang dipergunakan pada dunia pertelevisian. Denganadanya iklan, produk dapat dikenal dan diminati oleh masyarakat. Hal ini karena potensi iklan yang luar biasa dalammenyarankan dan membentuk opini dan persepsi publik. Selainitu, perusahaan perlu kreatif dalam beriklan untuk menarik perhatian konsumen. Salah satu bentuk kreatif iklan dimulai dari pembuatan konsep iklan pada acara program televisi disebut dengan *Built in product*, dimana iklan berlangsung selama acara ditayangkan. Penelitian ini bertujuan untuk mengetahui strategi Komunikasi *Creative Marketing Department* iNews TV dalam menghasilkan Konsep Iklan di acara Talkshow Hotman Paris Show agar Menarik Client menggunakan penekanan di tahapan strategi komunikasi yang terdiri dari Perumusan strategi, Implementasi

Strategi dan Evaluasi Strategi. Hasil penelitian ini membuktikan bahwa Strategi Komunikasi *Creative Marketing Department* iNews TV dalam membuat Konsep Iklan pada program Talkshow Hotman Paris Show dengan memakai creative item seperti *squeeze frame*, *running text*, *super impose* serta *built in product (product usage)*.

kata kunci : strategi komunikasi, konsep iklan, Talkshow, hotman paris show