

ABSTRAK

Radio JIZ FM saat ini sangat digemari oleh banyak orang, khususnya di Yogyakarta. Artinya, tim Account Executive di Radio JIZ FM telah berhasil mewujudkan ide kreatifnya. Oleh karena itu, penulis berkeinginan untuk meneliti ide-ide kreatif tim Account Executive di Radio JIZ FM untuk menarik perhatian klien atau target pasar. Penulis juga ingin mempelajari ide-ide kreatif dan mengetahui proses promosi program periklanan kepada klien atau target pasar oleh tim Account Executive. Diharapkan tulisan ini dapat menjadi media pembelajaran untuk memberikan pengetahuan baru bagi penulis dan pembaca tentang ide-ide kreatif, strategi pemasaran dan cara pandang baru pada tim Account Executive khususnya di Radio JIZ FM. Penulis menggunakan metode kualitatif dengan melakukan wawancara dengan tim Account Executive di Radio JIZ FM untuk mengumpulkan data. Penulis juga menggabungkan teori dari beberapa buku dan jurnal artikel mengenai manajemen pemasaran, kreativitas dan radio. Dibalik suksesnya perusahaan, ada tim Account Executive yang bekerja keras dalam menyusun strategi marketing. Salah satu strategi pemasaran yang dilakukan oleh tim Account Executive di Radio JIZ FM adalah dengan memunculkan ide kreatif untuk menarik perhatian klien dan target pasar. Tim Account Executive di Radio JIZ FM menawarkan berbagai macam pilihan iklan kepada klien atau target pasar yang ingin menggunakan jasa promosi produk di Radio JIZ FM. Metode promosi yang digunakan adalah tatap muka dan online. Usaha yang dilakukan tim Account Executive di Radio JIZ FM dalam memenuhi kebutuhan klien dapat dilakukan secara on air maupun off air.

Kata Kunci: Creative Ideas, Account Executive, Radio JIZ FM, Client, Target Market.

ABSTRACT

Radio JIZ FM is currently very popular with many people, especially in Yogyakarta. It means, the Account Executive team at Radio JIZ FM has succeeded in carrying out their creative ideas. Therefore, the writer has the desire to research the creative ideas of the Account Executive team at Radio JIZ FM to attract the attention of clients or target markets. In addition, the reason why the writer took this title was because the writer wanted to learn about creative ideas and find the process of promoting advertising programs to clients or target markets by the Account Executive team. It is expected that this paper can be a learning media so it can provide new knowledge for writer and readers about creative ideas, marketing strategies and new perspectives on the Account Executive team, especially on Radio JIZ FM. The writer uses a qualitative method by doing interviews with the Account Executive team at Radio JIZ FM to collect the data. The writer also combines theories from several books and journal articles about marketing management, creativity and radio. Behind the company's success, there is a team of Account Executives who work hard to develop a marketing strategy. One of the marketing strategies that is used by the Account Executive team at Radio JIZ FM is creating the creative ideas to attract the attention of clients and target markets. The Account Executive team at Radio JIZ FM offers a variety of advertising options to clients or target markets who want to use product promotion services on Radio JIZ FM. The promotional methods used are face-to-face and online. The efforts made by the Account Executive team at Radio JIZ FM to meet client needs that can be done on air and off air.

Keywords: Creative Ideas, Account Executive, Radio JIZ FM, Client, Target Market.