



**ABSTRACT**

**ACCOUNT EXECUTIVE WORK MECHANISM  
AT PT SRENGENGE CIPTA IMAGI**

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*Business efforts to introduce, offer, sell products, and convince consumers are usually managed through advertising activities conducted by advertising agency. PT Srengene Cipta Imagi, as an advertising agency in Yogyakarta, runs this business and relies on the ability of its Account Executive Department. The capability of Account Executive Department PT Srengenge Cipta Imagi makes companies entrusted their products advertising to PT Cipta Srengenge Imagi.*

*The problems to be examined thus centered on "How is the work mechanism of the Account Executive Department at PT Srengenge Cipta Imagi?" Qualitative approach with descriptive methods used in this study in order to reveal the activities and processes in the mechanism of Account Executive Department at PT Srengenge Cipta Imagi ,*

*The findings of this study showed that mechanism of Account Executive that includes client brief, marketing research, designing, previews and reviews, creative brief, design review, final art, production brief, production request, vendor, presentation, preview, as well as the production and execution at PT Srengenge Cipta Imagi is constituted by a conceptualized communication strategy. This conceptualized communication strategy distinguishes the work mechanism of Account Executive PT Srengenge Cipta Imagi with other advertising agencies.*



## ABSTRAK

### **MEKANISME KERJA *ACCOUNT EXECUTIVE* DI PT SRENGENGE CIPTA IMAGI**

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Upaya bisnis dengan tujuan memperkenalkan, menawarkan, menjual produk, serta meyakinkan konsumen dilakukan melalui kegiatan periklanan yang dilakukan agensi periklanan. PT Srengenge Cipta Imagi, sebagai agensi periklanan di Yogyakarta, menjalankan bisnis periklanan ini dengan salah satunya bersandar pada kemampuan kerja *Account Executive Department*-nya. Kehandalan *Account Executive Department* PT Srengenge Cipta Imagi membuat sejumlah perusahaan memercayakan iklan produknya kepada PT Srengenge Cipta Imagi.

Permasalahan yang penting diteliti dengan demikian berpusat pada “Bagaimana mekanisme kerja yang ada pada *Account Executive Department* di PT Srengenge Cipta Imagi?” Pendekatan kualitatif dengan metode deskriptif digunakan dalam penelitian ini guna mengungkap aktivitas dan proses dalam mekanisme kerja *Account Executive Department* di PT Srengenge Cipta Imagi.

Hasil penelitian menunjukkan bahwa mekanisme kerja *Account Executive* yang mencakup proses *client brief, marketing research, designing, preview* dan *review, creative brief, design review, final art, production brief, production request, vendor, presentation, preview*, serta *production* dan *execution* di PT Srengenge Cipta Imagi didasari oleh strategi komunikasi yang terkonsep. Basis strategi komunikasi terkonsep inilah yang membedakan mekanisme kerja *Account Executive* PT Srengenge Cipta Imagi dengan agensi periklanan lainnya.