



---

## The Influence of Creative Messages in Digital Media Advertising (Liputan6.Com) in Increasing Housewife to Read the News

<sup>1\*)</sup> Syahla Nur Fitri, <sup>2)</sup> Wahyunengsih

<sup>1,2</sup> Islamic University Syarif Hidayatulla Jakarta, Indonesia

\*Email: <sup>1)</sup> syahla.nurfitri22@mhs.uinjkt.ac.id, <sup>2)</sup> wahyu.nengsih@uinjkt.ac.id

\*Correspondence: <sup>1)</sup> Syahla Nur Fitri

---

DOI:

10.36418/comserva.v2i09.544

### ABSTRACT

*Creative advertisements are advertisements that are considered original or not imitating others, advertisements that are astonishing, unexpected, meaningful and affect emotions. Creative advertising makes the audience pay attention to the advertisement in detail and detail. This article focuses on the effect of creative advertising on housewives in reading the news. This study uses a qualitative method with a questionnaire approach. The object of this research is housewives and the purpose of this study is to find out whether creative advertising can influence housewives to read the news. The results of the research in the form of creative advertisements on liputan6.com can influence a person's attitudes and behavior in terms of messages, content to the audience, especially in reading news*

### Histori Artikel

Diajukan : 27-12-2022

Diterima : 08-01-2023

Diterbitkan : 25-01-2023

**Keywords:** *Creative Messages; Interest in Reading News; Housewife*

---

### Introduction

The following studies is related to the title. Research related to this title is as follows. According to Dewanggi (2021) by placing advertisements through digital media, readers will subconsciously remember the advertisements that continue to appear on the website's veranda that they access and later the product will be embedded in their subconscious. Second, according to (Natalia & Nurfebiaraning, 2021) Creative Strategy, The first advertising message is perception, the process in which the target audience's five senses receive and interpret information. Advertising can be said to be effective if it can attract the attention of the target audience. The second is that the cognitive display of the main display of the ad can still raise questions for the next process of buying. The next point is the creative strategy with the aim of an effective message. The last is the behavioral message goal in the creative message strategy. Next according to Vallera (2020), Creative planning is prepared as a reference in the implementation of marketing communication campaigns. In organizing a campaign, creative planning becomes important to produce marketing creativity that is different, unique, and interesting compared to competitors. Creative planning is prepared as a reference in the implementation of marketing communication campaigns. In organizing a campaign, creative planning becomes important to produce marketing creativity that is different, unique, and interesting compared to competitors (Blakeman, 2018).

Fourth, according to Diah (2016), advertising has the main function to market and communicate a product/service to the wider community so that it is known and purchased by (prospective) consumers. This can be achieved through two techniques, namely hard-sell and soft-sell. Furthermore, advertisements can also influence people's perceptions of something related to the content (content) of advertisements, and can even change people's perceptions of certain things (Chen, 2018). According to

---

Qorib (Qorib & Saleh, 2020) In contrast to online media which can provide more understanding because you can read it repeatedly using your own smartphone, print media must be read in a hurry because it is borrowed, requiring special space and time to read it. Furthermore, according to Takari (2020) there is a positive influence on the quality of advertising messages on the effectiveness of television advertisements, this is probably because the messages in television advertisements are conveyed clearly, not confusingly and are considered good or do not contain negative elements that can harm others so that can create advertising effectiveness.

Seventh According to Dewi (2021) SMS and other mobile advertisements are potential advertising tools for millennials and are very satisfied with services through social media because people can receive information easily because of the support of their mobile devices. This also has an impact on ad recommendations to those closest to them.

According to Karim & Suhaini (2020) reading has a very important social role in human life. Reading enriches the mind. The more a person reads, the wider the horizon of his thinking. First, reading is a means of communication, in a cultured society. Second, the resulting reading is largely influenced by a person's social background. According to (Sulistyowati & Rahmadawita, 2014) Creative advertising will attract the attention of people who see it. Creative advertisements are advertisements that are considered original or not imitating others, advertisements that are astonishing, unexpected, unexpected, meaningful and affect emotions. Creative ads make the audience pay attention to the ad in detail and detail. According to Ilham (Ilham, 2019), every creative strategy must be designed creatively, by exploring everything behind the facts and arranging them into creative ideas that are able to create sales. Creative strategy is not only a logical process, but also involves art. However, to obtain a usable strategy, the strategy must be based on facts. In simple terms, advertising creative planning is the process of making strategies to achieve goals through advertisements made.

#### 1. Creative Messages

According to (Munsarif et al., 2022) Creative advertising is an advertising practice that brings together a team of creative people to make ad campaigns that can creatively share the brand story to promote and optimize conversions. Creative ads are proven to be more result-driven. As per the research of Author James Hurman and others on three decades of advertising campaigns, creative ads deliver 11 times higher ROI than non-creative ad campaigns.

#### 2. Reading News Decision

According to (McKay & Fanning, 2016) The news illuminates truth/reality. The mission of journalists (at least the serious kind) is to report on what's going on in the world; they feel it their duty to tell us "the truth." Without the news, the thinking goes, we would remain ignorant about what's "really" happening out there. The news breaks down barriers of racism and prejudice. Keeping abreast of what's going on in the world — the natural disasters, diseases, and wars of countries near and far — supposedly helps us to feel a part of a global community and builds our empathy. The news keeps us informed so we can take action on important issues. When you were in grade or high school, you may have had a teacher who assigned you the task of reading the newspaper each day. Keeping up with the news, you were told, was a part of being an actively engaged citizen. According to (Ridhi,2021) Updated news helps us to stay connected with the world.

#### 3. Reading News Online Indicator

According to (Ridho et al., 2021) Reading news online can be easily accessible with updated news. While busy in your work, you can just go through the app or any other online website to check out the latest news according to your own preferences.

- a. People can have this access at any place or at any time. No matter where ever you are stuck whether in traffic or any meeting and etc. You always have access to updated news.
- b. The Internet is a great source of learning which implies a great source of providing all the latest news. Just visiting to the website or any news channel or newspaper websites you like the most on the internet.
- c. It is free of cost. Rather than paying for a newspaper you can simply search online for the updated news which is definitely free of cost.
- d. One can also get information about past news. If you had skipped some important news than you can easily search for it on any search engine while just typing the topic about the news.
- e. Enrich our knowledge.
- f. Updated news helps us to stay connected with the world.
- g. Most people also read news online so that they could improve their vocabulary and enhance some language skills.
- h. Being a responsible citizen, reading news online makes people a larger part of the conversation like in debates as they will be updated regularly.

### **Metode**

The approach that will be used in this research is a qualitative approach which uses explanations or conclusions by combining and collecting data obtained from research results. This approach is used because researchers are respondent-centered when collecting information and need to record the results created from the Influence of creative messages in liputan6.com to housewife to read the news. This research method uses survey research methods, in more detail using a questionnaire to make data that is done directly by the respondents. This questionnaire will be distributed to the millennial generation, where they are respondents as well as objects in this study. The number of questions that will be shared is 10 questions and this research will target 42 people out of 45 people who are housewives who are actively reads liputan6.com. The questions that the researcher asked were the results of the previous researcher's questionnaire questions. The process for finding references to write this article is to look for an official article or journal from Google or a journal site that discusses topics related to this article.

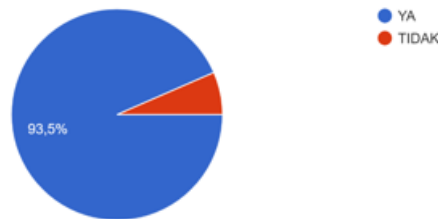
### **Results And Discussion**

Based on Research results obtained throught various data that's questionnaire,it was found that reseach results related to the influence of creative messages in liputan6.com to housewife reading the news that:

1. Creative advertising affects your interest in reading the latest news

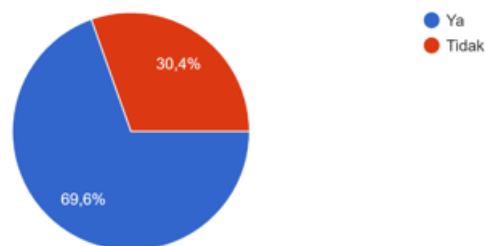
According to 46 responders creative message affect their interest in reading the news as much as 42 respondes agrees.

Apakah kreatif iklan berpengaruh terhadap ketertarikan anda untuk membaca berita terkini?  
46 jawaban



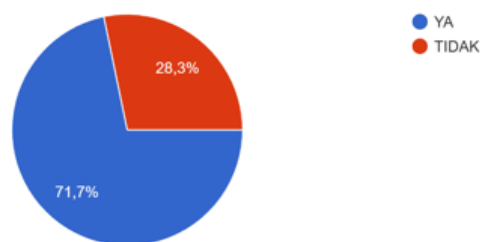
2. Interesting creative messages elements makes the Readers want to read news in liputan6.com among 46 respondents as much as 69.6% agree and as much as 30.6% disagree

Apakah unsur pesan yang menarik di liputan6.com menjadikan anda minat baca?  
46 jawaban



3. Creative advertising has an effect on interest in reading news and creative ads make it easier for readers to read the news and the content in liputan6.com have unique content that makes the reader want to read it.

Apakah liputan6.com memberikan konten yang berada sehingga membuat anda menjadi minat baca?  
46 jawaban



Based on the results that the researchers obtained from the answers to this research questionnaire, creative advertising on LIputan6.com influences the housewives to increase interest in reading news. From the results of this study, it is also explained that most housewives feel interested if news content is presented as attractively as possible to increase interest in reading news and because of creative advertising, the reading quality of the millennial generation is getting better, this is because there are different things in delivering news through creative advertising. From the results of the answers to this questionnaire, several people answered that the persuasive sentences contained in creative advertising play an important role in changing the attitudes and behavior of the generation in reading news.

<sup>1\*)</sup> **Syahla Nur Fitri,** <sup>2)</sup> **Wahyunengsih**

The Influence of Creative Messages in Digital Media Advertising (Liputan6.Com) in Increasing Housewife to Read the News

---

### **Conclusion**

Based on the results of the research that has been described in the results of the explanation above, it can be concluded that there is a creative influence of advertising in Liputan6.com on the housewives to increase interest in reading news. The interesting creative messages elements make them want to read more and the content in liputan6.com makes the housewives want to read it too because the content is interesting to read. and that the language style that used in the creative messages makes them interested to read the content of the news.

## Bibliografi

- Blakeman, R. (2018). *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.
- Chen, H. (2018). College-aged young consumers' perceptions of social media marketing: The story of Instagram. *Journal of Current Issues & Research in Advertising*, 39(1), 22–36.
- Dewanggi, R. (2021). *Penerapan Teknik Nafas untuk Mengurangi Rasa Nyeri pada Kala I Fase Aktif pada Ny. E di PMB Mardiana, SST. Tulang Bawang*. Poltekkes Tanjungkarang.
- Ilham, M. (2019). *Strategi Kreatif dalam Produksi Iklan Komersial di Radio Gress 105, 8 FM Pekanbaru*. Universitas Islam Negeri Sultan Syarif Kasim Riau.
- Karim, A. K. A., & Suhaini, N. (2020). Kepentingan teori dan ilmu sosiologi dalam konteks pendidikan menurut perspektif Ibnu Khaldun. *Jurnal Tuah*, 1(1).
- McKay, M., & Fanning, P. (2016). *Self-esteem: A proven program of cognitive techniques for assessing, improving, and maintaining your self-esteem*. New Harbinger Publications.
- Munsarif, M., Asrul, A., Gustiana, Z., Muhardono, A., Aju, C. N., Widarman, A., Yuniwati, I., Sudarso, A., Yasir, A., & Anatasya, A. E. F. (2022). *Strategi Digital Marketing untuk Bisnis Digital*. Yayasan Kita Menulis.
- Natalia, D., & Nurfebrianing, S. (2021). Analisis Tahapan Strategi Kreatif Dan Strategi Kreatif Pesan Iklan “ankle Week” Pada Instagram Kasual Periode Iklan 15 Juli–29 Juli 2020. *EProceedings of Management*, 8(6).
- Pambayun, E. L., & Permassanty, T. D. (2021). *An Integrated Marketing Communication Circle in 4.0 Era: Filosofi, Konsep, dan Implementasi*. Penerbit Adab.
- Pane, A., Sibarani, R., Nasution, I., & Takari, M. (2020). The Performance of Mangupa Tradition in Angkola Custom, Medan, Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCIJournal)*, 1747–1757.
- Qorib, F., & Saleh, M. (2020). Anti Islam hingga Dekat Emak-Emak: Perang Citra Jokowi dan Prabowo pada Pemilihan Presiden 2019. *Jurnal Komunikasi Global*, 9(2), 187–208.
- Ridho, K., Shapira, W., & Nasrullah, R. (2021). *Budaya Partisipasi Penulisan Berita Pada Media Komunitas Virtual Kompasiana*.
- Suhodo, D. (2016). Think Out Of The Box: Proses Kreasi-kreativitas Industri Periklanan. *Jurnal Ekonomi Dan Pembangunan*, 24(2), 71–83.
- Sulistyowati, L., & Rahmadawita, T. (2014). *Analisis Pengaruh Kreativitas Iklan, Daya Tarik Iklan dan Kualitas Pesan Iklan terhadap Brand Attitude pada Produk Blackberry Z10 di Kota*
-

**1\*) Syahla Nur Fitri, 2) Wahyunengsih**

The Influence of Creative Messages in Digital Media Advertising (Liputan6.Com) in Increasing Housewife to Read the News

---

*Pekanbaru. Riau University.*

Vallera, C. (2020). *Creative Planning dan Strategi Pengembangan Pesan Komunikasi Pemasaran pada PT Kreasi Kode Digital*. Universitas Multimedia Nusantara.



© 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).