

ABSTRAK

*Penelitian ini berjudul Transformasi Strategi Industri Periklanan Sebelum dan Pada Masa Pandemi Covid-19 Pada Agensi Periklanan Jakarta dan Surabaya bertujuan untuk menganalisis strategi industri periklanan sebelum dan pada masa pandemi Covid-19 pada agensi periklanan Jakarta dan Surabaya. Penelitian ini adalah penelitian kualitatif dengan populasi strategi industri periklanan adapun sampel agensi periklanan PT. Langgeng Pariwara Internasional dan PT. Aurora Kreatifindo pelaksana strategi industri periklanan di Jakarta dan Surabaya. Hasil penelitian menunjukkan bahwa terjadi transformasi strategi industri periklanan pada agensi Jakarta maupun Surabaya berupa : 1. pada masa sebelum Covid-19 strategi yang dilaksanakan adalah dengan memasang iklan melalui media konvensional, pada masa Covid-19 **strategi industri periklanan berubah atau bertransformasi ke media online berbasis media sosial.***

Kata Kunci : Transformasi, Strategi Industri Periklanan, Covid-19

ABSTRACT

*This study, entitled Transformation of Advertising Industry Strategy Before and During the Covid-19 Pandemic in Jakarta and Surabaya Advertising Agencies, aims to analyze the advertising industry strategy before and during the Covid-19 pandemic at Jakarta and Surabaya advertising agencies. This research is a qualitative research with the population of advertising industry strategy while the sample advertising agency PT. Langgeng Pariwara Internasional and PT. Aurora Kreatifindo implements the advertising industry strategy in Jakarta and Surabaya. The results showed that there was a transformation of the advertising industry strategy at Jakarta and Surabaya agencies in the form of: 1. In the period before Covid-19 the strategy implemented was to advertise through conventional media, during the Covid-19 period **the advertising industry strategy changed or transformed to media-based online media. social.***

Keywords: Transformation, Advertising Industry Strategy, Covid-19