CHAPTER I

INTRODUCTION

A. Background of the Research

Advertising is generally connected to selling products; it also plays a relevant part in promoting causes and creating awareness for purpose-related movements. In large companies, this is often done through advertising, for example, by telling the company story, illustrating the company values, or even making a story about the goods produced by the company to raise awareness or attention. When someone thinks of advertisements, they think of newspaper advertisements, magazines, billboards, and transit advertisements. In case only some realize it, advertising also includes store displays, signs, posters, in-store displays, films, direct mail, catalogs, and product samples. The packaging of a product alone or as its own is a powerful advertisement stream as well.

Professional advertising refers to non-personal promotions supplied through specific media channels. Advertising is a sponsored communication that aims to influence information, attitudes, and actions that benefit the marketer. Sponsors pay for advertising with the expectation that readers, viewers, or listeners will take action that benefits them (Meziobi, 1986, cited in Nwabueze, Ejezie, & Nweke, 2012).

Brands use advertising to reach the people they want to connect with, whether those are everyday shoppers or other companies. It's a vital

way for them to share their story and engage with their audience (Tuten, 1967). Advertising has many options for its application. One of the most common and popular advertising streams or media used today is digital media. Digital media is a tertiary consumptive need in this day and age that is turning into a daily habit that many people cannot resist and control. This phenomenon continues to increase over time, along with technology, media, and time. Nowadays, to spread awareness of products, companies or individuals tend to utilize digital media as a marketing tool in a more creative and effective way. Initially, the advertising industry used traditional media to advertise, such as television, radio, newspapers, or magazines, but now the conventional platforms are no longer picked as the main medium to advertise.

An advertising agency is an agency that specializes in advertising by prioritizing the aim of increasing awareness about campaigns that clients or brands want to make, one of which is to research the needs and marketing targets for products or services for the targets the client wants to achieve. Product advertising often aims to market a certain product to a target demographic. Marketers can use a variety of approaches, ranging from providing basic product information to blatantly attempting to persuade customers to purchase a product (persuasive advertising). Comparative advertising may also include direct comparisons between the market's products and those of competitors. This is the main reason for business cooperation between agencies and clients or brands to happen.

Advertising agencies are divided into three different categories based on the promotion method used. The first type is above-the-line which stands for traditional ways of promotion such as media-press, television, radio, newspapers, and others. The second type focuses more on outdoor or direct activities like events, exhibitions, and sales promotion; it is known as below-the-line. The last type is through-the-line which is the combination of both strategic forms of promotion, both directly and indirectly. One of the examples is digital media.

Throughout history, technological advancements have significantly impacted how organizations connect with their customers (Ryan & Jones, 2009). This statement explains a lot about how far technological developments are impacting the world of advertising, especially after the COVID-19 incident.

In this paper, the writer happens to have an internship at a digital media agency for 3 months at Limestones Digital. This agency has experienced a lot of benefits due to the rapid digital advancement in the last 4 years. This reason is the basis for the researcher deciding to apply for an internship at this agency, because of the interest in the increasingly massive and rapid development of the digital world.

The researcher discovers that there are many divisions with different responsibilities and roles to manage in Limestones. The researcher decided to write down and share the acknowledgments alongside experiments gained during the internship process in this paper.

In the agency that the writer places, there are five main divisions that are responsible for cooperation with the clients, which are the creative content division, the data analyst division, the third parties and community division, the marketing strategist division, and the client service division.

The creative content division is responsible for developing visual aspects. A copywriter and designer (art director) collaborate to create advertising concepts that will be applied to digital media. This section typically handles copywriting, layout design, key visual selection, and final artwork supervision.

Data analysts provide research on the target market's needs and preferences for products and services. This division is responsible for finding out whether the strategies and work carried out for several months or years are running smoothly and meet key performance indicators.

Third parties and communities are mainly focused on liaising with key opinion leader (KOL) management for collaboration purposes. This division is responsible for finding key opinion leaders, such as influencers or celebrities, who match the persona and characteristics of the client's brand to represent activities and promotions that can help boost performance targets. Furthermore, it is responsible for representing the agency and making day-to-day contact with key opinion leaders from the beginning to the end of the promotion and working period, including providing campaign briefs, developing guidelines, supervising content, and developing the report.

The division of marketing strategists will conduct research on the overall market and the customers in particular, along with studying competitors' marketing strategies, to define appropriate marketing trends and strategist that the agency's divisions and, respectively, the client's brand can use. Based on research findings, the marketing strategist division, together with the creative division, will come up with an advertising strategy and develop a brief relevant to the team involved in the campaign.

The client services division is in charge of handling clients as a liaison to the agency. This division has an important role because they are the ones able to directly contact the client while bearing responsibility for negotiating with them. The research will focus on discussing matters related to digital agencies and account executives, as the researcher took on the role of account executive to assist in this division.

B. The Question and Scope of The Research

Based on the problem above, this research paper is intended to answer the research question above, which is:

1. What are the working processes and responsibilities of an account executive in an advertising agency?

2. What are the skills needed to be an account executive?

3. How is the workflow of an account executive in an advertising agency?

Based on the background above, the research problem is formulated and analyzed, mainly to establish a good relationship between client brands and the digital agency as an account executive at Limestones Digital in 2024.

C. The Objective and Significance of The Research

The objective of the research is an answer to the question of the research:

1. To understand the working processes and responsibilities of an account executive in an advertising agency at Limestones Digital.
2. To analyze the effective skills needed for the account executive position.
3. To describe the workflow of account executives in advertising agencies.

This research paper is intended to give detailed information, not only for the writer but also for the readers, especially those who study digital marketing or have enthusiasm for advertising. By doing the research theoretically, aiming that it could help to find the solution to the critical problems of the account executive at Limestones Digital and add insight and science to compare the knowledge that has been taught in STBA JIA.

This research is advantageous for many purposes, depending on the field in which the readers are involved.

a. For the Researcher

The researcher has to write a scientific paper to complete the final task in the Diploma Program in the School of Foreign Language JIA. To gain more knowledge while also increasing communication skills in the advertising industry.

b. For the readers

The researcher is intentionally providing informative information and knowledge for the readers as a reference for those who are taking a job for a diploma in a scientific paper in the advertising industry.

c. For STBA JIA

The students in STBA JIA could take advantage of this scientific paper. This paper could give a glimpse of what it is like to take an internship at the same institution or in the same position as a researcher.

D. The Operational Definition

1. Account Executive

An account executive is someone who can work in a variety of industries and help their companies expand by generating leads and closing sales deals with existing clients or new prospects. They also serve

as liaisons with various divisions within an organization to ensure the success of its clients.

2. Clients

A client is a customer who uses the services of a professional and, in return, pays for those services. Clients want stuff they can't or don't want to do themselves. Clients are a priority in the business industry because they provide the money needed for the business to run. The client/service provider connection is typically based on trust, communication, and both sides benefiting from the relationship, with the number one goal of the client being happy with the services.

3. Brands

A brand is the image of a product, service, or concept that can be distinguished from its competitors and sold in the market. The awareness and image that the public has of a company's brand often contribute greatly to establishing the value of the company in question. Market research firms are often hired to identify perceptions within the public domain regarding certain brand names adopted by companies.

4. Relationship

A relationship is a form of association or interaction between two or more people or organizations that have a certain level of influence on one another. Proper relationships need work and dedication to keep them

fresh and growing. The relationships may be personal, business, family, or social, in that they are all known to possess their own types of bonds and functions.

5. **Digital Agency**

A digital agency refers to a company you employ to market your business online rather than doing it yourself. They will offer your business several solutions that will assist you in marketing your products or services online and attaining the required marketing objectives to expand the business. Most of the time, they serve several businesses at a time and, while consulting for each client, try to determine their primary objectives while helping with advice suitable for each business.

6. **Establishing**

Establishing is described as an act of creating something with the purpose of making it firm and permanent in the future. This process involves creating a good foundation, seeking formal acknowledgment or approval, and the efficient organization and execution of plans and courses of action. It also includes systematic growth by creating ways for its growth and sustenance and procuring resources such as funding, manpower, or equipment.

E. Research Methodology

In this study, data was gathered primarily through observation. This approach was used to get an insight into the phenomena under study in their natural environment. This study was carried out in an agency setting using observation techniques over three months. Observance notes were focused on the working processes and responsibilities, needed skills, and the way of working during the observation period.

The analyses of the data gathered from observation were done based on qualitative research approach. It entailed determining the patterns and themes as well as the meaning of the results. This process involved conducting thematic synthesis and analysis, which made it easier to establish patterns and key points of interest. Braun and Clarke (2006), also supported the above view by defining thematic analysis as "a method for finding, analyzing and interpreting patterns (themes) within data".

The qualitative analysis was conducted to provide a broader picture of the organizational environment. The observations are described in a narrative form, with notes disclosing the observer's analysis of the observed phenomena that may be useful for better understanding.

F. The Systematization of The Paper

The systematization of writing is intended to make it easier for the researcher to understand this paper and to compile it in good composition. This writing is divided into five chapters, as follows:

The paper is divided into chapters, and it begins with an introduction (Chapter I). This chapter provides an outline of the research background, problem scope, research questions, objectives, significance, operational definitions, method, and systematization of the paper. The theoretical description, as part of Chapter II, will provide definitions for key concepts in the advertising industry, including advertising agencies, account executives, and relevant research. Afterward, a company profile will be presented in Chapter III, with detailed information about the profile and organizational structure of Limestones Digital. Subsequently, a report of observation findings will be included in Chapter IV, which discusses the observation results, obstacles encountered, and solutions implemented. Finally, conclusions and suggestions (Chapter V) offer the research conclusions and recommendations based on the findings.