**ABSTRACT**

**Ardiman / 64150552/2019 / *The Role of Account Executives Inexus Advertising in Advertising Planning Process* / *Advisor:* Glorya Agustiningsih, S.Sos., M.Si**

*The development of the advertising industry has experienced many changes over time, but as the development of the advertising industry is not followed by the development of the ability of skilled human resources in it, especially in the duties and roles of an Account Executive in an advertising company. The task of account executive in the digital era is not the same as the previous era, therefore it is necessary to have special skills and have more knowledge about the advertising industry today. The purpose of this study is to determine the development of the role of account executives in advertising companies today, which are caused by changes in the industrial era and the development of the advertising revolution in today's digital era.*

*The theory used in this research is the Symbolic Interaction theory to understand the role played by an account executive within the company and with clients. This study also uses the concept of Account Management in the process of understanding the tasks performed by an account executive in an advertising agency, the workflow of an account executive, and the process of advertising planning. This study also uses the theory of Integrated Marketing Communication as a way to understand integrated fish planning.*

 *This study uses a qualitative method using a descriptive approach. The data collection technique was carried out by interview, observation and documentation. The interview method used was an in-depth interview with two informants who were considered to be able to provide more accurate information related to the research problem. While observations were made directly at Inexus Advertising Jl. Bukit Gading Raya, Kelapa Gading Permai, North Jakarta 14240. Data analysis techniques were carried out by means of data collection, data reduction, data presentation, and drawing conclusions.*

*The results obtained from this study indicate that Inexus Advertising account executives work not only to find new clients or retain old clients but to participate in the advertising planning process, besides that account executives help provide recommendations to clients on the marketing strategy to be carried out. The communication strategy undertaken by the account executive in presenting the results of ad planning determines the production of advertisements from the ad program planning.*

*The conclusion obtained from this research is, in its implementation as an account executive, able to establish good communication between departments, media, and outside vendors. So that the development of briefs received from clients can be done quickly, precisely, and correctly. In the ad planning process, an account executive must have extensive knowledge of advertisement planning, understand the environmental situation of the prospective client and client company and the problems faced by clients in communicating the company's products or services to the public.*

***Keywords: Account Management, Account Executive, Advertising.***