

Advertising Communication Local Culture as an Effective Messaging Tool in Makassar

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Abstract. Makassar is one of the largest cities in Indonesia, after Surabaya. Makassar is inhabited by people of various ethnicities, but the largest are the Bugis and Makassar tribes, so that these two tribes greatly influence the way of communication and culture.

Makassar as a city that has residents who are ethnic and ethnic but still has a culture that is quite high as the basis of society in interaction and activities, especially in various fields, both in the fields of government, socio-culture, and in the economic field. These activities always require effective communication, to support this information can reach the people who need it by communicating through indoor and outdoor media which is called advertising.

Advertising is a very effective communication tool to convey information to the public to achieve a goal that will be achieved by a company or community agency that will carry out its activities for a particular purpose.

With various activities carried out by certain fields whose purpose is to provide message information through local advertisements, it is very interesting to see how the public understands and more effectively receives advertising messages through a local advertisement that is broadcast by a meeting of both advertisements. outdoor and indoor advertising, so that people receive the message of the advertisement effectively.

The purpose of this research is to find out the local Advertising Culture Communication as an effective Messaging tool in Makassar, to find out the meaning and symbols of local Advertising Culture communication as an Effective Messaging tool in Makassar.

This research method is descriptive qualitative research, the object of this research is local advertisements in Makassar, types and sources of data, primary data, secondary data. Data collection techniques, namely observation, interviews and documentation. The data analysis technique is data reduction, namely compiling and analyzing data systematically.

The results of this study are local advertising cultural communication as an effective means of conveying messages through local languages, both Makassar language and Bugis language because the communication tools used are language that can be understood and understood by message recipients through local advertisements, and the meanings and symbols of local advertising culture communication. as an Effective Messaging tool in Makassar, how are the message symbols and message meanings that have become cultural values so far, so that advertisements that use local message symbols and meanings will be quickly understood and accepted so that the messages in the local advertisements become more effective..

Keywords: cultural communication, local advertising, effective messages.