

## THE CREATIVE ECONOMY-BASED ADVERTISING LANGUAGE

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### ABSTRACT

*This research took the theme of Creative Economy-based Advertisement Language of Economy Faculty at Universitas Muhammadiyah Semarang. This research analyzed the implementation of creative economy-based advertisement language. The research subjects were 165 students at the Economy Faculty of Universitas Muhammadiyah Semarang. Of all students, 91 students were from the undergraduate management program, 55 students from the undergraduate accounting program, 12 students from the non-regular management program, and 12 students from the non-regular accounting program. This descriptive research took the data by filling the instrument via Google form. The results showed the planning aspect with 52.47%, the implementation aspect with 53.6%, evaluation aspect with 53.3%. The results found the creative economy-based advertisement language at the faculty reached a percentage of 53.9%. The result indicated the balance between planning, implementing, and evaluating. The results were useful for the students in their complementary courses and learn autonomously.*

**KEYWORDS** advertising language, the creative economy, language



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### INTRODUCTION

In this information technology civilization, many things are digitalized (Punchenko & Punchenko, 2019). The implementation of communication information systems rapidly grows in the bureaucracy and corporate fields (Mukhsin et al., 2025). The final results showed the ideas of urban society order creation that tends to be more ready than the suburban community (Sroka, Król, Kulesza, Stanuch, & Lisek, 2025). The great ideas and creative strategies appear by providing a Smart City program (Utomo & Hariadi, 2016). This advancement influenced many fields, including economic and educational fields. Thus, the economic field also transformed from an offline system into an online system. For the educational field, the era changes demand superior learning to encounter development.

Therefore, the preparation of realizing tough students to encounter development should train the students with relevant skills in the fields. They also

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must apply the skills along with information technology, including the skill of interpreting advertisement language in various social media. The implementation of language variety in social media triggers the producers to compete in creating unique things for the market. For example, the advertisement on YouTube channels and other social media. The presence of social media in the society provides significant effects. One of them is to facilitate immediate-distant information, to socialize, and to interact (Inderasari, Achsani, & Lestari, 2019).

Therefore, social media has unique and various advertisement languages to socialize and interact. (Inderasari et al., 2019) explains that interesting language proves the important function of language to inform and convey meaning to speech partners. The language function is varied. Therefore, in the efforts to recognize the language implementation in an advertisement context, the speakers or writers must select effective vocabulary rather than persuasive vocabulary (Junieles & Firda Arindita, 2020).

The applied effective language in advertisement social media must receive consideration, including the features. Some features include the implementation of persuasive language to attract other individuals' attention, accurate diction, accurate language, and understandable language (Hafid et al., 2025). The effectiveness of advertisement language is important to review by management and accounting students to succeed in their studies and the future.

Generally, in the Merdeka curriculum, the students have the responsibility to improve their skills based on their fields. For example, first-degree students must have the skills to understand advertisement language for management. First-degree students of accounting must have the skills to understand accounting-based advertisement language. Thus, studies on creative-economic-based language are important to do.

This research has both theoretical and practical urgencies. Theoretically, this research mapped the standard of creative-economy-based advertisement language understanding. The results would be the standard skill of creative economic-based advertisement language and the research principles for further development. Practically, this research was useful to (1) provide descriptions for the lecturers to map the standards, strategies, and evaluation of creative economy-based advertisement language, (2) provide descriptions for the students about the standard map, strategy, and evaluation of creative economy-based advertisement language, (3) provide significant encouragement for researchers to improve the implementation of the standard, strategy, and evaluation of creative economy-based advertisement language, and (4) improve the studies about creative economy-based advertisement language for institution or financial providers.

From the explanations, the researchers formulated these research questions: (1) How is the plan for creative economy-based advertisement language at the Economy Faculty of Universitas Muhammadiyah Semarang? (2) How is the implementation of creative economy-based advertisement language at the Economy Faculty of Universitas Muhammadiyah Semarang? (3) How is the evaluation of creative economy-based advertisement language at the Economy Faculty of Universitas Muhammadiyah Semarang?

Here are the explanations about advertisement language and creative economy-based advertisement language to answer the research questions.

### **Advertisement Language**

Indonesian language, within the perspective of advertisement language and social domain, provides descriptions as the vital communication mode to create and maintain inter-individual interaction and communication in a social context. Information communication is useful for humans to communicate. Language is the life source of community. This matter is the fate of all individuals in the world. Language and community are inseparable elements. A community will not exist without language and vice versa. In various social perspectives, the definitions of language are (1) systematic language, (2) a set of arbitrary systems, (3) vocal and visual symbols, (4) the referred-conventional meaning, (5) communication, (6) operation within a community, (7) language for human, and (8) language for all human with universal characteristics.

The eight definitions support the Indonesian language within the social domain. Thus, the Indonesian language is useful for socialization communication to maintain community interaction. Language is an inseparable social connector (Syukri Syamsuri Andi, 2020).

Language has both social and academic domain roles. In the academic domain, the Indonesian language has the role of providing learning materials and being the medium for writing scientific articles. The significant role of the Indonesian language give Indonesian language courses with historical and developmental content to instill the pride feeling of using the Indonesian language. This action is also useful to improve nationalism. The position and the function of the Indonesian language are very urgent. The varieties of the Indonesian language and the discourse are important to study on campus. The politeness of language, the principle of selecting diction, the principle of using sentences, the principle of arranging paragraphs, the principle of thinking, and the principle of developing paragraphs provide direct benefits for courses. Scientific work and reproduction, scientific articles, the standardized spelling of the Indonesian language, and the applied principle of writing scientific articles are the requirements for students to develop personal potency, scientific potency, and personal development (Misnawati et al., 2024).

The 1945 Constitution, Article 36, explains the legal urgency of language, "The national language is the Indonesian language." Thus, the Indonesian language has a vital position in the nation. Therefore, students at all educational levels should learn the Indonesian language as the media to deliver knowledge or introduction.

One of the Indonesian language functions within the social domain is to develop business. Thus, advertisement is inseparable from the Indonesian language. Advertisement is useful to promote or spread information about a certain product. Advertisement is a persuasive communication to promote one or many products for the community. Language is useful for advertising as an oral or written means for the community. Advertisements may contain figures, writing, videos, or audio. In this case, semiotics is important to deliver interesting messages. Based on communication science, advertisement is important to deliver a message from a communicator to the receiver with certain applied media. Thus, the receivers will

be interested to select and purchase the goods (Li & See-To, 2024). Advertisement has a persuasive objective so the language must be persuasive.

Current advancement influences community development. Community service advertisement also develops rapidly. At present days, advertisement services are not only realized in printed media, such as magazines, newspapers, and banners but also other types of media with a larger scope. Community service advertisements are also available on radio, TV, and the Internet (Ramdoni, Meliasanti, & Setiawan, 2021). Both printed media and non-printed media develop simultaneously along with creative economic development. Creative economic development allows every individual to collect ideas and create something based on the requirements and the development.

In this competitive competition, producers must accurately evaluate and select the market for further development. Thus, advertising is urgent for the producers to select the targeted market. Advertising and advertising language become the core for every producer to market the products. Effective corporations provide products at affordable prices. The technological development allows the community to use smartphones as communication devices. This technology facilitates the producers to circulate their goods and services toward the consumers (Nurdin, 2019). The implementation of the smartphone could be an effective and fast advertisement language for consumers.

Advertisement language on TV or other mass media has language styles based on feelings or certain values. An advertisement also has both positive and negative language styles. The implementation of a foreign language also influences the language style of consumer candidates. Their perception of the products with foreign language will increase their value and broaden the market. They also perceive the products have excellent quality than the local products (Nirmala, 2020). Positive and negative advertisement language influence the applied trend.

### **Creative Economy**

The creative economy or *ekraf* refers to the creativity in developing the economic situation. This economy applies some criteria, starting from (1) having intellectual creativity, (2) ease of replacing, (3) direct and indirect distribution, (4) collaborating, (5) idea-based economy, and (6) being unlimited. The criteria of the creative economy are observable from Government Regulation Number 24 of the Year 2022. The government regulation contains the Implementation of Law Number 24 of the Year 2019 about the creative economy.

Creative economy includes advertisement, architecture, art, craft, design, fashion, movies, music, art performance, publication, research and development, software, toys and games, television and radio, and video games. The economy covers all economic activities and business development.

The development of e-commerce in Indonesia is mostly dominated by retail trading, starting with fashion, food, beauty products, and health products. The fast-growing development is indicated by the presence of marketplaces in Indonesia. These marketplaces offer various opportunities to run shops on small and large scales to sell goods and services digitally. Thus, the business could cover a wider and broader market (CNN Indonesia, 2020).

Besides that, the creative economy also requires endorsers to significantly influence online purchase decisions in various e-commerce platforms, for example, Shopee. Shopee perceives the endorsers as the brand image to improve consumer awareness. Then, the consumers would purchase goods from Shopee (Hambalah, 2022). Therefore, by carefully paying attention to this illustration, advertisement is important for business development and economic development.

The influence of significant effects on economic development requires advertisement language implementation. The function of this language implementation is to convey information and instruct the readers to purchase. For example, the advertisement of a soap product from Lifebuoy. The first function of the advertisement language is to inform the benefits of lifebuoy soap. Then, the second function is to instruct the purchase with the third sentence, “Bekerja dengan imunitas kulit dan melawan kuman!” The sentence applied an instruction with the punctuation of (!). This punctuation indicates that the sentence is an instruction for the viewers to purchase the product (Fauziyah & Aprila, 2021). Advertisements should use careful language to ensure the same meaning received by the community or other targets.

The creative economy of advertisement language is varied in terms of realizations and contents. Language of advertisement makes the produced and offered goods preferred by the buyer candidates. Thus, advertisement language is important for economic advancement. A creative economy provides wider opportunities for advertisement development. Thus, creative economy-based advertisement language is important for economic advancement in Indonesia.

## RESEARCH METHOD

This descriptive statistic research analyzed the data quantitatively. The descriptive statistic design describes the collected data without concluding generalization purposes (Kuantitatif, 2016). The researchers applied this method to describe the findings and to answer the problems about the investigated variables. The formulated data were useful to describe the factual research findings. The researchers simplified the method into calculation by providing tables and diagrams.

The research subjects consisted of students from the Economic Faculty, students from the Management Faculty, and students from the Accountant Faculty of Universitas Muhammadiyah Semarang. The subjects had to fill in the instruments based on the situation, condition, and ongoing facts. The researchers collected the data from various settings, sources, and methods (Murtianto, 2017).

The researchers took the data based on the conditions of the research subjects. The researchers collected the data from the subjects based on the research criteria. The applied criteria were the students from the economic faculty who were taking Indonesian language courses (Yustinah & Sulthan, 2024).

The researchers promoted the research at the Economic Faculty of Universitas Muhammadiyah Semarang, consisting of eight learning groups taking an Indonesian language course. Table 1 shows all eight groups.

**Table 1. Research Subjects**

Number	Names of the Learning Groups - Faculty	Research Sample
1	S1 Management A	29
2	S1 Management B	26
3	S1 Management C	21
4	S1 Management D	15
5	S1 Accounting A	27
6	S1 Accounting B	28
7	S1 Non-Regular Management	12
8	S1 Non-Regular Accounting	6
Total		165

The applied instruments in this research were grouped into two parts. The first part consisted of planning, promoting, and evaluating by selecting the options. Then, the second part consisted of students' comments with free structures. The comments contain students' arguments about creative economic-based advertisement language. Some questions were useful to complete the data.

The first instrument had some aspects, such as (1) introduction, (2) objective, (3) implementation, (4) step, (5) material, (6) reference, and (7) assessment and evaluation. The instrument in the second part consisted of a written interview between the researchers and the students via online mode. Then, the researchers used a direct interview with Zoom to obtain the complete data.

The promoted steps applied the statistic descriptive method with some stages.

- 1) The researchers determined the subjects by randomizing the attendance data of the students in the Indonesian language course.
- 2) The researchers arranged the instrument based on the predetermined criteria of advertisement language elements related to the creative economy.
- 3) The researchers shared the questionnaire via Google Forms for all seven groups of students.
- 4) Then, the researchers analyzed the data from the instrument results based on the percentage of each item;
- 5) The researchers interpreted the analyzed data results in the conclusion part;
- 6) Then, the researchers interpreted the concluded data process as the final research conclusion
- 7) The researchers interpreted the data by confirming the research results to the research subjects to maximize the correctness percentage interpretation and minimize the research errors

The researchers described the interpreted data comprehensively to get valid results.



## RESULT AND DISCUSSION

The researchers promoted the study of the creative economy-based advertisement language of the Economic Faculty at Universitas Muhammadiyah Semarang by providing interviews to complete the data. The researchers promoted the research of creative economy-based advertisement language in some parts, such as advertisement, architecture, design, publication, research and development, software, and urgency.

The researchers took the topic of creative economy-based advertisement language of the Economy Faculty of Universitas Muhammadiyah Semarang. The research subjects consisted of 165 students from eight groups. The research described the obtained results into 7 aspects: (1) introduction, (2) objective, (3) implementation, (4) stage, (5) material, (6) reference, and (7) assessment and evaluation. The researchers provided an interview to complement all seven aspects. Then, the researchers explained the seven aspects in these explanations.

### Introduction Aspect

The introduction aspect dealt with the information explanation about advertisement literature from the advertisement topics. Table 2 describes the results of data collection in this aspect.

**Table 2.** The Introduction Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
1	The advertisement language requires the students to be aware of advertisement literature given during the Indonesian language course of management and accounting study program at the Economy Faculty of Universitas Muhammadiyah Semarang.	(a) The materials should support the needs and the agreement.	109 respondents 66.1%	The advertisement language for management and accounting students is a supporting language for various ongoing topics within the scope of Indonesia's economic development.
2	The students had to understand the advertisement language with the advertised topics based on the requirements.	(a) The students could discuss the ongoing topics of economic development.	86 respondents 52.1 %	
	Percentage		52.33%	

### The Objective Aspect

This aspect consists of the objective of understanding advertisement language for the students at the Economic Faculty of Universitas Muhammadiyah Semarang. The researchers took the data from this aspect to describe.

**Table 3.** The Objective Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
3	The conveyed advertisement language for the students should be based on the following options:	(a) The students of the management study program required job vacancy advertisements while the students of the accounting study program required job vacancies of the accounting profession. (C) The students of management and accounting required relevant advertisements based on the era developments.	66 respondents 40 %  98 respondents 40%	The students needed relevant advertisement language with the study program and the current development. Students had to understand the advertisement language correctly based on the advertising intention or creative economy.
4	The students, from management and accounting programs, could understand the advertisement language.	(A) The students had to improve their understanding of advertisement language to avoid misconceptions.	98 respondents 59.4%	
Percentage			52.60%	



### The Implementation Aspect

The promotion aspect consisted of advertisement language teaching within conditional situations, certain considerations, procedural techniques, and certain criteria. Table 4 shows the data collection results of the described aspect.

**Table 4.** The Promotion Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
5	The lecturers taught the advertisement language based on some considerations.	(a) The lecturers taught based on the curriculum based on the possible courses.	63 respondents 38.2%	The lecturers taught the creative economy-based advertisement language conditionally with balanced theory and practice related to the department and majors
6	The first-degree students of management and accounting programs had to understand the advertisement language with the assistance of	(a) modules/PPT and balanced theory and practice.	130 respondents 78.8%	
7	Advertisement language should apply some figures based on the following criteria	(a) in conjunction with the study program.	83 respondents 50.3%	
Percentage			55.76 %	

### The Aspect of Stages

This aspect of creative economy-based advertisement language was useful for understanding and composing advertisements. Table 5 describes the aspect of stages

**Table 5.** The- Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
8	The steps of arranging the advertisement were based on	(d) the students' skills to explain the	93 respondents 56.4 %	The step of arranging the

		intention and objective they reached.		advertisement was based on the skills to explain the intention and objective; The students had to understand the knowledge, skill, and technique of arranging attractive and non-offensive advertisements.
9	Students should have the basic skills of understanding the advertisement language.	(D) The students had to comprehend the knowledge and the skills of arranging advertisements.	70 respondents 42.4%	
10	The steps of arranging the advertisement were based on these matters.	(B) The students had to apply attractive and non-offensive ideas, objectives, and figures	59 respondents 35.8%	
Percentage			44.86%	

### The Learning Material Aspect

This aspect of creative economy-based advertisement language should meet some criteria. The researchers described the collected data from this aspect.

**Table 6.** The Material Aspect of Creative Economy-based Advertisement

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
11	An excellent advertisement material had to meet these criteria.	) The materials were based on the needs and the targets of the advertisement.	109 respondents 66.1 %	The material of the advertisement were useful to meet the needs
12	The advertisement language for management and accounting programs should be based on standard characteristic tests.	) The language should be easily understood, free from ambiguity, and based on the intention of the authors.	103 respondents 62.4%	of the advertisement targets and should be based on the standard characteristics.
Percentage			64.25%	

### The Reference Aspect

This section discusses the reference aspect of creative economy-based advertisement language. Table 7 shows the results of the collected data from various references to describe.

**Table 7.** The Reference Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
13	The content reference and the advertisement language for both programs should be based	(a) on the needs of the advertisement.	103 respondents 62.4 %	The references of the advertisement language for both
14	The content reference and advertising language with creative economic content should	(a) provide new ideas.	59 respondents 35.8 %	programs should be based on the standard needs of advertisement with new ideas.
Percentage			49.1%	

### The Assessment and Final Evaluation

The assessment and evaluation aspect of creative economy-based advertisement language should involve the advertisement publishers and the consumers. The process of publishing the advertisement would be deemed successful if the advertisement provided benefits and profits. Table 8 provides the descriptions of the collected data from the aspect.

**Table 8.** The Evaluation and Assessment Aspect of Creative Economy-based Advertisement Language

Questions	Statements/Indicators	Alternatives of the Most Frequent Questions	Percentage Selectors (165)	Analysis
15	The assessment and evaluation should involve	(a) the community based on the social relationship between the advertisers	104 respondents 63 %	The assessment An evaluation of the creative economy-based

		and the consumers.		advertisement language should involve the advertisers and the consumers. The advertisement was successful after the advertisement publication.
16	The content and the language of the advertisement were deemed successful if	(a) The advertisement provided significant benefits of profits.	72 respondents 43.6%	
Percentage			53.3 %	

From the interview, the researchers obtained some suggestions from the students. This table shows the suggestions.

**Table 9.** Comments/Recommendations/Suggestions

Groups	Comments/Recommendations/Suggestions	Commentary Types
Sub 1	Excellent	Positive comments
	Excellent	
	I hope with this excellent advertisement language from the Economy Faculty of Universitas Muhammadiyah Semarang, many people will recognize the campus.	
	Enriching the insight	
	Keep moving forward	
	The study of advertisement language should cover the ongoing and trending topics within economic development.	
	The understanding of studies on creative economy-based advertisement language was important for the students.	
	Excited	
	Very excellent	
	Long live Unimus	
	Excellent! Please improve	
	Students were interested in the Indonesian language	
	Okay	
	Interesting and very useful Thank you	

	This advertisement could be a future course in the Indonesian language.	
	Always be successful.	
Sub 2	The publication should consider the surrounding environment to meet the common interest.	Objective comments
	The learning about advertising should prioritize the practices for the students to understand what to do while creating an advertisement.	
	Advertising is an important step in running a business. From an advertisement, a business will be recognized by many people and will get the market targets easily.	
	The advertising language is applied to facilitate an understandable advertisement arrangement. Thus, all students had to be careful to mind their language because the advertisement encouraged them to provide benefits and profits for other individuals instead of giving disadvantages.	
	An advertisement was deemed successful if the advertisement had an agreement between the producers and the consumers. The agreement was about the needs of each other and about providing benefits and profits from the advertisement.	
	Creating advertisements must be based on the era of development to attract people.	
	Therefore, students must be aware of advertisement literature given in Indonesian language courses in their study program, and management program.	
	The course of advertisement language in the study programs, management and accounting study programs, facilitated the students to understand about advertisement world and language. This matter should be applied and developed so that the delivery process would be more creative.	
	The given advertisement language should be understandable for the students to apply.	
	In terms of writing advertisements, students had to understand the process of creating advertisements, the reviewed problems, and the matters viewers and listeners liked.	
	This material was important for the students to learn how to arrange advertisements. Therefore, the students had to learn the materials so they could apply the materials in the working world.	

	Learning advertisement as the marketing instrument to sell products, provide services, and provide notions could be done in certain manners, such as with persuasive information.	
	Students should practice creating attractive advertisements to express their ideas and to attract consumers. Thus, the students had to learn the importance of entrepreneurship.	
	The implementation of advertisement theory in learning should be based on the department or major.	
Sub 3	The Indonesian language has the role of supporting language implementation within the economic field of Indonesia and promoting innovation and creativity.	Expectation
	The process of arranging an advertisement should not be hyperbole about the product quality. This action will ensure an advertisement provides useful information instead of targeting high sales of the product.	
	Advertisement language should provide new ideas with attractive language.	
	The advertisement language is important to learn by management students because they would use the language to promote or get into markets. Therefore, the advertisement language should be made based on the principle and should provide the expected results.	
	The recommendation related to the figures or the advertised products should target the consumers and provide them with excellent profit potentials moreover if the consumers are millennial generation. Thank you	
	The advertisement should apply standardized and understandable language. The advertisement should use relevant figures to attract the community.	

## Discussion

From the results and the described data in the tables, the researchers found seven interpreted aspects.

### The Plan of Creative Economy-based Advertisement Language

The planning of creative economy-based advertisement language consisted of (1) the introduction aspect of the students to recognize the advertisement literature as the supportive materials with the needs and agreement. The advertised topics



should meet the topic criteria, for example, the ongoing topic within economic development. Therefore, the creative economy-based advertisement literature should be based on the development and the changes; (2) the delivered advertisement language for the management and accounting students should be based on the students' options of having related advertisements to job vacancies and the current development needs. The objective of self-development is to get the main priority. The process of planning the ongoing topic based on the objective is relevant to improving the student's skills in applying advertisement language to prevent misinterpretation.

### **The Implementation of Creative Economy-based Advertisement Language**

The implementation of creative economy-based advertisement language consisted of planning, implementing, designing materials, and designing the references. The scopes of all four aspects were:

#### **1) The Implementation Aspect**

The aspect reached a percentage of 55.76% of the students based on the course. The creative economy-based advertisement language. The learning applied materials on the PPTs with a balanced proportion between theory and practice. This action was based on the curriculum needs of the course. The implementation aspect reached a percentage of 55.76% on the optimum point of creative economy-based advertisement language.

#### **2) The Aspect Of Steps**

This aspect reached a percentage of 44.86% promoted by the students with the support of the module, PPT, and balance between theory and practice. The researchers adjusted the steps and improved the steps of creative economy-based advertisement language as observed in the percentage.

#### **3) The Material Aspect**

This aspect reached a percentage of 64.25% with the orientation on the needs and the targets of advertisement. The advertisement language for management and accounting programs was based on understandable characteristics without ambiguity and based on the intention of the advertisement authors. The materials of the advertisement content offered various creative economy products.

#### **4) The Reference Aspect**

This aspect reached a percentage of 49.1% with the reference to advertisement language based on the standard needs of the advertisement. Besides that, the creative economy-based advertisement language should provide new ideas. This reference is to creative economy-based advertisement language. Provided positive impacts.

From all implementation aspects, the creative economy-based advertisement language reached a percentage of 53.49%. The result indicated that the implementation of advertisement language was comprehensive and distributed. The coverages of the fields were varied, starting from advertisement, architecture, art, craft, design, fashion, movies, music, art shows, publication, research and development, software, toys and games, television, radio, and many more.

### **The Assessment and Evaluation of Creative Economy-based Advertisement Language**

This aspect reached a percentage of 53.3%. The assessment and evaluation of creative economy-based advertisement involved the community based on the social interaction between the advertisement publishers and the consumers. The content and the language of the advertisement were deemed successful if they provided significant profit for the advertisement publication.

The data showed the relationship between society, the advertisement publisher, and the consumer should gain attention. The profit of publishing the advertisement became the indicator of success in creative economy-based advertisement. This matter indicated that the assessment and evaluation of creative economy-based advertisement language at the Economy Faculty of Universitas Muhammadiyah Semarang was effective.

### **The Discussion of Interview Data**

The researchers grouped the interview results from the students into three categories. They were positive comments, objective comments, and comments of expectations. The positive comment groups assumed that creative economy-based advertisement language was excellent because the language could enrich insights. They also argued that the language was promoted based on the development and urgency of the students. Besides that, the creative economy-based advertisement language, with the Indonesian language, could make the community prefer the Indonesian language. This preference became the successful indicator of creative economy-based advertisement language.

The objective comment group argued that the learning of advertisement language prioritized practices for the students to apply the theory in the course. The advertisement language prioritized the producer-consumer agreement. The advertisement language was understandable and did not bring ambiguity. The advertisement language was not only persuasive language that could lead to misunderstanding. The theory of advertisement became the material for certain courses in the first degree of management and accounting programs.

The group of expectation comments argued that the Indonesian language was useful in encouraging the economy. The advertisement language could bring interesting information about the product without being exaggerated. The creative economy-based advertisement language was important to study the students of management and accounting programs. The language should be presented attractively and provide the impression for consumers to get the expected products.

## **CONCLUSION**

The creative economy-based advertisement language of the Economy Faculty at Universitas Muhammadiyah Semarang began with the planning of creative economy-based advertisement language, the implementation, and the evaluation. The stages covered seven aspects, such as introduction, objective, implementation, stage material, reference, assessment, and final reference. The first aspect was the planning of creative economy-based advertisement language as the material supports based on the needs and agreement. The advertised topics should be

ongoing topics within the economic field. The second aspect was about the objectives of the management and accounting students to obtain job vacancy advertisements and to improve their understanding of the advertisement language. The third aspect dealt with the promotion of creative economy-based advertisement language. This aspect should be based on the course curriculum. The creative economy-based advertisement language should apply relevant modules to the advertisement content. The fourth aspect was arranging the advertisement language based on the indicators of explaining intention and objectives. The understanding of the advertisement language should comprehend the knowledge and skills. The stages of arranging the advertisement included the ideas, objectives, and attractive and non-offensive figures for other parties. The fifth aspect dealt with the relevant materials with the needs and the targets. The creative economy-based advertisement language should be based on understandable text, non-ambiguous text, and relevant to the author's intentions. The sixth aspect dealt with the relevant references based on the standards of the advertisement needs. The applied reference should provide new ideas. The seventh aspect, evaluation, and assessment of creative economy-based advertisement should involve the community based on the social relationship between the advertising publishers and consumers. The assessment of the advertisement should determine the profit of the advertisement publication. All aspects were useful to determine and complement all answers to the problems. The aspects answered some problems, such as (1) the aspects of introduction and objectives could answer the planning of creative economy-based advertisement language at Economy Faculty of Universitas Muhammadiyah Semarang, (2) the implementation of the advertisement language could answer the aspects of implementation, stage, material, and reference; and (3) the evaluation of the advertisement language, could answer the assessment and evaluation.

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