

TITLE : **Creating Script of Animated Series The Adventure of Ramboy & Raia Episode 1 and 2 Lifebuoy Shampoo**
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Abstract

Advertising world is expanding so quickly, pushing industry workers to have a high creative power but still persuasive. For that, we need another approach for advertising, one of which is film. Besides entertaining in terms of the story, the messages of advertising communication can be inserted in it without the audience should find objectionable. Animation film is a type of movie that is right when choosing children as a target audience.

The Adventure of Ramboy and Raia was one animated series used by Lifebuoy Shampoo as media advertising through storytelling approach. The main message that be conveyed in this animated series is that in shampooing that is not enough to just wash it with water because the water is only moving germ, not cleaning.

One of the important elements in a movie is the script that referenced the story and the dialogue between characters. The execution of the script The Adventure of Ramboy and Raia was done by someone who is known as a copywriter. In addition to its function as a copywriter to sell the product through writing, a copywriter in this case must also perform the function of a scriptwriter who had compiled an interesting story to watch.

Through this field work, will be described the phases of what is done to form a script that is ready to broadcast from the phase of giving creative brief, brainstorming, drafting guidelines, created the character's creation, making the storyline, explanation to form the script itself, until the revision phase. The selection of the name and character of each character, story concept, and visualization must also be considered carefully so that the messages that want to be conveyed by the brand can still be conveyed well without losing the sight of the story itself.

Keywords : advertising, animated series, copywriter, The Adventure of Ramboy and Raia