**The Comparison of Account Executive Role in Local and Multinational Agency**

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**ABSTRACT**

The role of an Account Executive is an important factor in the business of an advertising agency. The Account Executive acts as a liaison between the company as a client and the agency. It becomes interesting to examine the role of an account executive from its scope. There are at least three scopes of advertising agencies in Indonesia, namely startup, national, and multinational agencies. Therefore, this study aims to determine the role of each account executive in the three scopes. The author uses a qualitative research approach with interviews as the data collection method. Interviews were conducted using purposeful sampling to account executives from agencies Hakuhodo, Krona, and Brandinc. The results show that although account executives come from different advertising agency scopes, they still focus on handling clients, especially in communicating the results of the creative team's work. However, there are still differences in the workload based on the number of clients.

*Keywords: Advertising; Agency; Account Executive*