Abstract. In all fields of business that use information technology, an information management system can improve the efficiency of administration, creating systematic content records and storing data as the foundation for effective management and goal development. However, there is one field in which there is no research on information systems, namely the advertising industry. Thus, this study aims to identify the features of advertisements, and explore the concepts of an information system for the advertising field, adopting a qualitative research method to consider the various designs and menu content of an information system for copy writers.