***ABSTRACT***

*This study aims to analyze the influence of intrinsic motivation and employee engagement on employee creativity, as well as to examine the relationship between intrinsic motivation and employee engagement. The background of this research is based on the importance of employee creativity in a dynamic and competitive business environment, particularly in the advertising industry. This research employs a quantitative approach with a survey method. The sample was selected using purposive sampling involving 96 respondents working in the advertising industry in the Jabodetabek area. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software.*

*The results show that intrinsic motivation has a positive and significant effect on employee engagement. Furthermore, both intrinsic motivation and employee engagement have a positive and significant effect on employee creativity. This study provides a theoretical contribution by strengthening the literature on the relationships between the three variables, as well as practical implications for management in designing strategies to enhance creativity through motivation and employee engagement approaches.*

***Keywords:*** *Intrinsic Motivation, Employee Engagement, Employee Creativity, Advertising Industry*