

ABSTRACT

Every five years in Indonesia has been the scene of a contest to sell a positive image of future leaders. Where every five years the implementation of the general election simultaneously throughout Indonesia, whether it is to choose a Presidential candidate or candidates for the new Legislative leaders. The event sells the image seen from a variety of ways, by visual advertising campaigns, or direct intervention into the society. This study analyzes the image of Indonesia legislative campaign advertising 2014, by choosing three Indonesia legislative campaign advertising 2014 as a research object, where the third character that may represent the entirety of the characters in the election campaign advertising Indonesia. And the result of this research is the representation of the image generated through the analysis of the sign on the visual elements contained in the advertising campaign.

Keywords: Image, Campaign Ads, general elections, legislative.