

ABSTRACT

"Sehat Itu Gerak" it's public service advertisement, comes as a giver of information through visual, text, narration and other things, through various communication media. Information that has the message to the audience to be more active move the body at least 30 minutes a day. This research was conducted to find out the description of creative visualization strategy contained in advertisement "Sehat Itu Gerak" and its influence to the impression of teenage group of Telkom University student category. Using the analysis of visual research methodology, which consists of stages of description, analysis, interpretation, and judgement. Theoretical basis used is DKV science theory, advertising theory, psychology theory and theory of impressions. The results of this research are (1) description of visual creative content strategy in advertisement "Sehat Itu Gerak" which is visually dissected into the form of writing and table as media of visual content of the advertisement "Sehat Itu Gerak", (2) implementation to target audience which after seeing the "Sehat Itu Gerak" ad, this generating the impression grouped into three groups. The audience responded in the form of opinions in answering the questionnaire, obtained various reactions as a form of impression of the target audience in group of teenage category of students. For the future, it is expected to update this research.

Keywords: Public service advertising, visualization strategy, Impression.