

## ABSTRACT

The number of advertisements in the media, especially television advertising Sampoerna A Mild cigarette products that have the visual style of language in conveying the message. Creative strategies message can trigger the audience's interest in the use of visual advertising. The purpose of this study was to find out that the reason Sampoerna A Mild can survive despite a growing number of competitors, and analyze advertising tobacco products from the perspective of visual style in the delivery of the message contained in the Ad Sampoerna A Mild version Danau, Connecting and Manimal. The method used is descriptive qualitative. Data collection techniques using primary data including participant observation and nonparticipant and secondary data which include books, magazines, journals and previous research. Results of this study were (1) Reason tobacco products Sampoerna A Mild survive when competition is increasing and in the end the product is getting the best positioning the hearts of consumers through advertising visual perspective because Sampoerna A Mild has been successfully designing creative strategies message emotions affect the target audiences that they perform an action or actions in purchasing, following the activation Sampoerna A Mild and will know the brand image through ads on television. (2) Advertising Sampoerna A Mild cigarette products using different visual style. Sampoerna A Mild language version Danau form of affirmation, Sampoerna A Mild Connecting version in the form of satire and Sampoerna A Mild version Manimal form of comparison. In the delivery of the message by using an emotional appeal and emotion affects solicitation target audience with a series of execution-style message is 'slice of life' or pieces of life in visual form a series advertisement. Sugestion for further research is able study more about the creative strategies in use style of advertising language of science, especially in terms of Visual Communication Design in advertising specialization in the development of the ads

Keywords: Sampoerna A Mild, creative messagee strategy, visual advertising.