ABSTRACT

***VISUAL STUDY ON THE GOVERNOR CAMPAIGN VIDEO* JOKOWI - BASUKI (AHOK) *IN* 2012**

***Study Case: Version Video Parody song "What Makes You Beautiful" from* One Direction**

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The increasing of development moderen technology a sophisticated is currently widely used by some people who see it as a gap to their advantage. The phenomenon that crowded in 2014 *during the presidential election yesterday, which is making a campaign video that parodied. One of them is the popular video elections campaign and managed to get the attention of the public, which is video campaign* Jokowi - Basuki (Ahok) *parody version of the song "What Makes You Beautiful" from* One Direction *at the election Governor of* Jakarta *in* 2012. *On the video is shown how creative the delivery of messages elements visual, songs, as well as the proper deployment to public attention. To reviewing about this video of parody compaign carried research to know how far the political ideas can be conveyed through visual works. The method used be qualitative by way of descriptive using visual imagery (imagologi). From the campaign video parody can be concluded that there were other ways more fun for campaign activities one of them by using video campaigns through parody approach. The utilization media and delivery of creative to be a strategy in seizing the publics attention.*

Key word : Campaign, Video, Parody, Jokowi, Basuki (Ahok).