ABSTRACT

***VISUAL ADVERTISING REVIEW* MASTIN EKTRAK KULIT MANGGIS *Study Case:* Mastin *advertising that aired on private television in May to the end of October* 2014**

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The development of television commercials shows that activities promoting stuff or services via the media is still very effective to introduce it to the public. The promotion process aims to be remembered by the public. One of the advertisements which is pretty much remembered by the public even become a conversation either directly or through social media is advertising "Mastin Extrak Kulit Manggis". Mastin *advertisement a popular around the beginning in May until the end of October* 2014*. In the advertisment are shown a beauty herbal medicinal products originating from the ekstak mangosteen peel has many benefits. It was conveyed through a visual and audio elements that are presented. To dissected these advertisment conducted research to know that there is a visual language in advertising and communication is done approach. The method used is qualitative descriptive by way of using methods of the theory of cinematography and communications approach. Of these advertisment is concluded that there is other ways more fun to make advertisements more remembered by the public with the use of visual and audio messages are used to convey the product to the public, it is became an one of the very effective strategy to the public.*

Key word: Advertising, Mastin*, Manggis, Visual, Televisoni, Cinematography, Communications.*