

## **ABSTRACT**

*Technological developments in Indonesia affect various aspects of human life including education. Rapid technological adaptation requires good learning strategies, one of which is the application of blended learning. The need for teaching materials in blended learning that uses multimedia learning principles with the aim that students can learn better with text and visuals. This principle allows students to reduce the extraneous cognitive load. In addition, it is necessary to use effective visual images in accordance with the function of visual communication in learning materials so that the visual images used can convey information effectively. The purpose of this study was to analyze the influence of learning strategies in the use of visual images in blended learning learning materials. This study used a qualitative research method with direct observation and interviews with students and lecturers involved in the Studio Advertising V course, DKV, Faculty of Creative Industries, Telkom University. The results of this study prove that the use of appropriate visual media can reduce students' extraneous cognitive load and increase learning interest. This research is intended to provide recommendations for learning strategies that will be used, not only in the Studio Advertising V course but also in other courses.*

**Keywords:** *Blended learning, multimedia learning, extra cognitive load, visual*