

## ABSTRACT

*The development of technology could make companies easier to advertise something to the community through social media, one of which is social media Instagram. Likewise The Harvest Patisserie & Chocolatier that using Instagram as a medium to advertise in a way to be efficiently communicate its advertising.*

*This thesis is using the qualitative research methods and aims to find out the elements of visual ads of The Harvest Patisserie & Chocolatier and determine effects of these ads in Instagram on consumer's interest in buying the products through visual communication design theory as well as the consumer's behavior on buying the products. The results of the study as follows: (1) The Advertising of The Harvest Patisserie & Chocolatier is a hard sell ad types with visual image of luxury, mystery and love. (2) Advertise on Instagram as a social media could influence the consumers to buy the products that advertised.*

*Keywords: Advertising, Visual Advertising, Instagram, Social Media, Consumer Buying Interest*