

## ABSTRACT

A title of this Thesis is called analysis of visual advertising nyam-nyam ice cream and their effect on perception children. This research in background by what problems arose because visualize in advertisements children had to pull in order to have the brand image of perception in children. See how strong the brand image of the nyam-nyam that it can be attached in perception children. Both in terms of audio visual in pop up by nyam-nyam until they interested in acquiring snacks nyam-nyam and because saw the way marketing strategies advertising nyam-nyam that can be pulled attention children. The purpose of this research that is, to know visualize advertising nyam-nyam can draw children or no and to know visualize advertising and how the brand nyam-nyam keep on perceptual children. Technique data collection between another by way of observation , observation in this matter is writer will reviews directly to children of an advertise nyam-nyam. Second by means of interview , and the third is a study litterratur. Data collection way to technique sampling . A kind of sampling to be performed is purposive sampling the election a group of subject based on the characteristics or of the nature of certain have features or of the nature of the population that which is already known before.

**Keyword:** Visual Analysis, Advertising, Nyam-Nyam, Children