

The styling forms in digital photography era mostly use deformation and perspective. Those techniques can be done with many ways like as at the time of photo session with the lenses choosing, the angles, and other techniques. This can be also done at the post of photo session with a digital imaging using the computer.

Representation in photography style in the ads of photography style in ads at the post of the year 2000s was smart and entertaining, different from those in the year of 1960s (Jeanny, cakram, May 2001 edition). The message which was delivered in high context : indirect, and using symbols which had to be translated first by the communicant. However they did not face the difficulties because the story content was very close to the daily life.

stage in the nation's history. Habibie was the President that time set out the reformation and improvement agenda in national life, whether is politic, social, economy, education, and security defence. At the New Order era the freedom to express or to give opinions were banned. At the new Order era, Soeharto closed the

opportunity for the freedom to express and set an opinion. All media were controlled and every program in television wasensored. The changing of the government system from the New Order to the Reform Order indirectly influence all aspects of society's life. One thing was also change the creative process in the advertising world in Indonesia, in particular was about the realization of photography visualization in ads.

Visual photography style in ads an this period was tended to bring imaginative ideas, happy&fun, expressive, and free. The possible reasons were some aspects which might be the background such as: first, in all digital era, a photographer (ads'creator) did not have limitation in realize their creative ideas. Because by that technology, has pushed the changing of market demand by showing anything which is possible to be finished by technology. Second, because at the reform era (post of Soeharto era) gave the freedom to anyone to express him/herself without any limitation, whether is psychology or politic limitation, individually or through an organization.

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