

of Indonesia during the Japanese occupation of Indonesia. People have become victims of fury by the system made in Japan. Society squeezed strength left to die of hunger and exhaustion. Japanese attitude as if no matter, they are only thinking about how to take advantage of all that there is in Indonesia for the sake of war. Potential resources owned by Indonesia being depleted by the Japanese. Not only natural resources but human resources were exploited. Clothes were hard to come by and expensive, so that during the Japanese occupation is not foreign to indigenous people when encountered with jute clothes (the usual material for bags of rice / sugar).

The ad then ends with a closing " *Tentoe mesti Asal kita sama-sama bekerja teroes!!*" This is a call for local communities to act in the interests of the colonial rulers. This ad is intended as a propaganda medium for the community to help Japan. For Japan the goal is to centralize all the potential of the Indonesian community in order to help the war effort in Asia-Pacific.

#### IV. Conclusion

Japanese presence in Indonesia for three and a half years, not only making the Indonesian economy sagged and collapsed, but also the world of advertising devastated. The decline in economic activity is also dwarf the advertising world. Advertising in Indonesia experienced a change both in terms of content, media, and visualization. Shifts or changes apply to visualization of advertising, print advertising design appear only dominated by a row of words or writings are very simple, as classified ads. Very rare pictorial ads that appear in the ads that are presented in addition to also writing with pictures, this type of advertising is often referred to as advertising display.

The state of the economy continues to decline and alarming colony community life and on the verge of starvation, Japan as invaders tried to convince the people of Indonesia as colonies that everything is in a state of fine and everything can be overcome. Japanese propaganda is mostly done through various ways such as through advertisements contained letters Indonesia kabar. Kreativitas advertising world who have ups and downs is very possible due to the political and economic situation as well as the alternation of rulers in this country. The presence of occupation undertaken by other nations such as the Netherlands and Japan contribute to the occurrence of tidal growth and development and advertising.

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