

## **ABSTRACT**

*Many detergent products on the market makes competition in this business is getting tougher. Each detergent manufacturers advertise their products in print and electronic media to show the advantages of each of its products. This is ironic in which business interests sometimes forget about ethics. Though advertisements should contain information about a product so that consumers can recognize and know what kind of products she would wear.*

*This study aims to analyze how ethics affect the performance of advertising and how ads are rated not prioritize ethics can affect consumer perception. In this case study performed on detergent products advertisement on television.*

*Path analysis is used as a quantitative analysis. Path analysis using a two-stage linear regression. The method used in this study is a survey method through the distribution of questionnaires. The research was conducted on consumer detergent products in the Bulusan, Semarang. The samples used in this study as many as 100 people.*

*Calculation results show that the determination of total information contained in the data of 49.8% can be explained by the model. While the rest is explained by other variables and error. Hypothesis testing results showed the presence of his lines are positive and significant influence of the Ethics and Visualization Advertising Advertising on Consumer Perceptions. As for the relationship of the Visualization Advertising Ethics Advertising can indeed affect positively but not significantly that can occur because of the ads studied in this research is a product that is included in the classification of good shopping products, whereas previous studies examined the advertising products that fall under the classification of specialty products good .*

*Keywords: Advertising, Advertising Ethics, Visualization Advertising, Consumer Perception*