

ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh model efektifitas iklan berbasis pesan iklan dan media televisi dalam menumbuhkan brand awarness.

Populasi dalam penelitian ini adalah masyarakat yang pernah menonton iklan produk mie instan Super mie di kota Ungaran. Dengan menggunakan teknik purposive sampling, yaitu dikhususkan bagi masyarakat yang pernah menonton iklan produk mie instan Super mie di kota Ungaran di khususka pada responden yang berumur antara 20 tahun keatas maka diperoleh jumlah sampel sebesar 100 responden. Alat analisis adalah path analisis, dimana sebelumnya di lakukan uji validitas dan reliabilitas serta uji asumsi klasik

Hasil penelitian menunjukkan bahwa pesan iklan mempunyai pengaruh positif dan signifika terhadap efektifitas iklan. Media televisi berpengaruh positif dan signifikan terhadap efektifitas iklan. Pesan iklan terdapat pengaruh positif dan signifikan terhadap brand awarness. Media televisi mempunyai pengaruh positif dan signifikan terhadap brand awarness. Efektifitas iklan mempunyai pengaruh positif dan signifikan terhadap brand awarness. Efektifitas iklan mampu menjadi variabel intervening antara pesan iklan dengan brand awarness. Efektifitas iklan tidak mampu menjadi variabel intervening antara media televisi dan brand awarness.

Kata Kunci : *Pesan iklan, media televisi, efektifitas iklan dan brand awarness*

ABSTRACT

This study aimed to analyze the effect of advertising effectiveness models based on advertising messages and television media in growing brand awareness.

The population in this study is that people who have seen the advertisement of instant noodle products Super noodles in town Ungaran. By using purposive sampling technique, which is devoted to people who never watch commercials instant noodle products Super noodles in town Ungaran in khususka on respondents aged 20 years and above then obtained a sample of 100 respondents. The analysis tool is the path analysis, which previously done validity and reliability as well as the classic assumption test

The results showed that the advertising message has a positive influence and signifika the effectiveness of advertising. Posotif influential television media and significant impact on advertising effectiveness. Advertising messages are positf influence and significant impact on brand awareness. The television media has a positive and significant influence on brand awareness. Effectiveness of advertising has a positive and significant impact on brand awareness. The effectiveness of advertising can become an intervening variable between advertising messages with brand awareness. Advertising effectiveness is not able to become an intervening variable between the television media and brand awareness.

Keywords : *Advertising message, television media, advertising effectiveness and brand awarness*