

ABSTRACT

In the era of globalization all the sophisticated technologies like the Internet make it easier to reach out to all information technology canggih in communicating needed a medium that can deliver it all like a smartphone home phone. Many people now are already not uncommon to use the Internet almost from all walks of life requires Internet network. So many companies launched a range of super-fast Internet network according to the needs of society today. Along with the company launched various advertising media products, the need to support a product can be obtained by consumers, one of the advertising medium is by way of advertising media Above the Line and Below The Line implemented by PT. Telkom to sell and introduce products Indihome Fiber 100% to consumers and to determine the impact of the media in the consumer interest.

This research is descriptive and verification as well as using quantitative research methods. By using sampling techniques and using purposive sampling. Methods of data collection using the questionnaire. And analysis of the data used is simple linear regression analysis.

Based on the results of the research showed that the media advertising (above the line and below the line) significantly influence the purchasing decisions of 0.195, meaning that promotional media influence purchasing decisions by 19.5%. The rest (100 to 19.5%) = 80.5% influenced by other variables not examined.

Keywords: Advertising Media / Advertising, Above the Line and Below The Line, purchasing decisions