

ABSTRACT

Highly competitive market requires manufactures to advertise their products in order to be known by the society. Advertising is a marketing tool that aims a message from the manufacturer to the consumer. Media advertising is widely used by manufactures of television commercials with an excess that can reach tons of consumer extensively used some techniques such as the delivery of advertising messages, easily being familiar to the public.

One of the function from advertising is to inform and remind people about existence of a product, which can establish brand awareness to all of the consumer minds. Based on these reasons, the purpose from this research is to determine the effect of advertising on brand awareness of a product, with object observed from the television commercial Bolt Modem version “Vincent and Desta Make a Noodles” which is that brand really need to establish brand awareness advertising.

The research with quantitative approach with direct survey and explanation method. The technique of collecting data by distributing questionnaires to people that being respondents and take in charge in these research. Speaking of these research purpose is to testify the hypothesis and that make hypothesis being the biggest influence of brand awareness on every indicators, with the relevant analytical calculations.

The result showed that “Vincent and Desta Make a Noodles” advertising give a significant impact on brand awareness by the way they delivered the message, to show novelty and originality of the advertising concept that can be a trigger to make consumers curios. And also slogan from the Ad.