

Abstract

One of communication strategy that is still become a trend is advertising on television media. So even with a coffee drink that is now becoming a trend as a lifestyle. One brand of coffee ready to drink, namely, Kopiko 78°C makes debut in television advertising to attract consumer attention. This study aims to determine the effect of advertising Kopiko 78°C with the new approach, The Facet Model of the Effects on brand awareness.

Samples are taken by 100 respondents living in South Jakarta. This study uses non-probability sampling method is purposive sampling. The data collection is done by distributing questionnaires. The analysis technique used is multiple linear regression using SPSS 21.00 for windows. Each variable as material test was valid and realibel, and have viable models by classical assumption test.

The results of this study indicate that the ad is perception, affection, cognition, association, persuasion, and behavior (simultaneously) proved to have a significant influence on brand awareness drinks Kopiko 78°C with a simultaneous effect of 77,7%.

Suggestions from the researchers based on the results of this study is to improve the lowest influence of the association as one of subvariable (2.0%) by increasing the driving factor symbolism, conditioned learning, and transformation.

Keywords: Advertising, The Facet Model of Effects, Brand Awareness, Kopiko 78°C