

ABSTARCT

This research was conducted to find out the effectiveness of advertisement car Suzuki Ertiga in the newspaper. Thoughts on society PT Pikiran Rakyat. Suzuki Ertiga companies as advertisers use newspaper advertisement in people's Minds the PT Pikiran Rakyat with the aim to expand or to attract the people's in the city of Bandung. Advertising effectiveness was measured using a Direct Rating Method (DRM). Direct Rating method to measure people's Mind reader response from various stages, ranging from Attention, Read Thoroughness, Cognitive, Affection, and Behavior. Stages of the response is what is used to measure the effectiveness of advertisement Suzuki Ertiga. In this study using a quantitative approach with descriptive research and measurement Direct Rating Method (DRM). Data collection is carried out by means of dissemination of the questionnaire to the people and the people of bandung, who has ever read a newspaper of thoughts of the people has seen advertisement suzuki ertiga. With the number of samples taken as many as 100 respondents. Based on the results obtained from the measurement results using the DRM (Direct Rating Method), the suzuki ertiga ads on newspapers PT. Pikiran Rakyat minds are entered into the range of effective scale i.e. of 74.4. This indicates that the advertismnet were successful in attracting attention, comprehension, cognitive, affective and behavioural and can affect the community of Bandung city.

Keywords: *Effectiveness Adverttisment, newspaper advertisement, Direct Rating Method*