

ABSTRACT

Television advertising of mangosten peel extrack broadcasted in 2014 then turned out to be a topic around the society. This advertising is effective (the message is understandable, the advertising is easy to remember, and the brand is easily known), succeed to impress the society. Mastin's advertising also noted as the biggest television advertiser for traditional medicine in the early 2014. The researcher wants to know how much the influence from the presentation of Mastin's television ardvvertising towards public's attitude in Surabaya, especially Tambaksari subdistrict. In this research, the researcher used S-O-R theory, where stimulus can changes the response, which in the television advertising can change public's attitude that contains cognitive, affective, and conative aspects. This research uses descriptive quantitative methods because the researcher wants to know how much influence that Mastin's television advertising could give towards public's attitude who have watched it. This research uses quetionnarie's distribution as data accumulation. The result is $T_{hitung} (6,495) > T_{table} (1,667)$, so H_0 is rejected which means there is significant influence between the variable of television advertising towards the variable of public's attitude. From 100% total calculation, the result of determination coeficient's calculation shows that Mastin's television advertising influences 30% of public's attitude in Surabaya.

Keywords: TV advertising, public behavior, marketing communication