

## **ABSTRACT**

*One of the frequently used marketing communications companies in promoting their product / service is by advertising in the mass media. The advertisement is a cost-effective way to deliver an advertising message to audiences. The conventional media is often used to advertise your product / service is television. The Advertisement on television is still becomes a choice of many companies to promote their brand/product. Television is a unique medium because television be able to reach the audience widely, and also television commercials have components that can create a creative idea to attract public attention and keep it, the audience was able to recall the message, arouse the desire and drive the action. This is also done by Brand of Beng-Beng which use television to advertise. One television ad is an advertisement of Beng-Beng breaking version. The ad won the award in the advertising industry and in the community viral. Therefore, researchers wanted to determine the relation between Beng-Beng television ads breaking version with public attitudes and the effect of Beng-Beng television ads Beng-Beng breaking version towards the attitude of the audience. In this quantitative study, researchers used a technique of sampling with accidental sampling method and distributing questionnaires to 100 respondents. The result is a correlation coefficient has 0.772, which means the STRENGTH category. Furthermore, in this study  $H_0$  rejected and  $H_1$  accepted as  $t$  arithmetic (12.027) >  $t$  table (1.292) means Beng-Beng television ads breaking version has an effect to public attitudes and regression coefficients are significant. As knows as the advertisement influencing attitudes of the audience by 59.6% and the remaining 40.4% is influenced by other factors.*

*Keywords: Marketing Communication, Advertisement, television, television advertisement, the attitude of the audience.*