

ABSTRACT

This research is based on the problems related to Brand Awareness Indoeskrim Nusantara. The problem is based on pre-survey results that show that this advertisement is very busy discussed and reposted in LINE even present in LINE Today July 2017. It shows that the advertising content has attracted attention, but brand awareness in the community has not grown. This study aims to determine the effect of Indonesian Indoeskrim Archipelago (3 ') which consists of Frequency, Introduction, Duration, and Ad Creativity consisting of Unique, Smart, Original, Want To Know, Recognize, Shocking and Relevant Act to Brand Awareness among Generation Y and Z Bandung City.

The method used in this study is a quantitative method with multiple and causal research. Data analysis techniques using multiple correlation analysis, partial influence analysis, and coefisinesi determination to determine the effect of Ad Exposure and Ad Creativity on Brand Awareness. The results showed that the variable of Ad Advertisement and Brand Awareness are in good category. The result of multiple regression analysis indicates that the variable of Ad Advertisement significantly influences to Brand Awareness by 23,9%, and Ad Creativity and Brand Awareness are in good category. The result of multiple regression analysis showed that Ad Creativity variables significantly influenced by 50.0%.

Kata kunci: : advertising exposure, creativity of advertising, brand awareness, indoeskrim nusantara