

ABSTRACT

Advertising used for promoting products or services due to advertising is considered to be effective for creating product differentiation in the minds of consumers. Smartfren telecom promoting the product by using media advertising in television. Advertising in television media has a wide range and thus able to reach many of the target audience and can combine sight, sound, and movement as well as having elements of information and entertainment that can make up the consumer awareness of a product. Awareness of the product is built through the uniqueness of ads and ad placement on the right medium. Therefore Smartfren Telecom use brand awareness to educate its products to the market, which can make it easier for the public to know and remember the brand of a particular product.

This research aims to determine the influence of advertising on television media in increasing brand awareness. The sample in this study as much as 100 respondents who were visitors from the Gallery Smartfren BEC, Bandung. The method used is a non probability sampling, i.e. accidental sampling. Collecting data done by spreading the questionnaires and analysis data methods are done with simple linear regression by using SPSS software.

Regression test results showed that variable advertising on television media positive and significant effect of brand awareness on the modem Smartfren "I Hate Slow" of 0.749. The value of the coefficient of determination is 0,561, this means brand awareness is affected by the variable media ads on television amounted to 56.1%, while the rest are 43.9% can be explained by other factors which are not investigated in this research.

Finally Good advertising should be communicative, so that what would be said by the corporate is easy to understand by costumers.

Keywords: advertising in television media, brand awareness