

ABSTRACT

Advertising is one of the most effective marketing activities. Nowadays, advertising in media is not a strange thing to do, such as in Television. Television is taking a big hand in the advertisement world. This thing happens because the television will provide a significant feedback for the audience.

This consideration makes the advertisers compete to make a brilliant idea, which is one of the most important several things is Jingle. . There is a huge influence on emotions and attention that makes the marketers choose what kind of music that will be used for a jingle to make their best advertisement.

This research was focused on how to measure the influence of XL television advertising jingles version of "Goyang-Gayung" which used a song called "Alamat Palsu" by Ayu Ting-Ting towards the brand awareness of new products as XL 3G + HotRod. The collected data was analyzed by using the level of analysis methods and multiple regression analysis. Data collection was conducted by distributing questionnaires to XL card users in Bandung Raya. The sampling method used was convenience sampling as much as 384 respondents.

Based on the descriptive analysis, the largest value of the variable X is memorability, which amount to 80.24% and the lowest value is meaningfulness which amount to 73.13%. At the same time, the largest percentage is 79,32% and the lowest percentage is 68.18%. In the multiple regression analysis testing, the researcher has obtained the result that XL advertising jingles affect 22,8% againts XL + 3G hotrod brand awareness and 77.2% were influenced by the other factors

Keywords: Advertising, Advertisement, Jingle, XL, brand awareness