

ABSTRACT

With the increase in internet users in Indonesia from year to year, more and more providers are offering internet services. To make a product brand into the best brand needs brand awareness by consumers. Therefore advertising is one way to increase brand awareness of a product. One of the effective media to raise awareness can be done by advertising through car branding.

This research was conducted at PT. Infomedia Nusantara, part of IndiHome. The purpose of this study was to analyze public awareness on Indihome. The independent variable in this study is the dependent advertising variable in this study is brand awareness. The research method used is descriptive research using quantitative research.

Based on the results of descriptive analysis about the attractiveness through car branding by distributing questionnaires to 100 respondents who contained 20 items agreed, it can be concluded about the attractiveness of advertising through car branding completely into the good category. The results of the analysis of the regression model $Y = 18,828 + 0,152X$ for the attractiveness of advertising through the car brand to the IndiHome brand awareness is feasible to use. Based on the results of the coefficient of determination test, the influence of the attractiveness of advertising through brand cars on brand awareness on IndiHome is 4% and the remaining 96% is determined by other marketing factors.

Keywords: Brand, Brand awareness, Advertising, Car branding