

## **ABSTRACT**

*Advertorials are feature articles that provide most of the information about various aspects of a product or service. Dekoruma uses it to lead directly to Dekoruma's business, providing explanations about product information in the company and direct persuasion related to Dekoruma's showroom, the Dekoruma Experience Center. The development of technology that shifts the lifestyle of people in Indonesia in obtaining information related to a product or service that can be raised becomes the background of the problem in this study. Based on this, research was conducted to determine the effect of Dekoruma advertorials on Dekoruma brand awareness if viewed from the Stimulus Response theory. The method used in this research is a quantitative research method with an associative approach (causal relationship) and the data analysis technique in this study uses simple linear regression analysis. The results of this study indicate that there is a significant influence between the advertorial variable (X) on the brand awareness variable (Y), because it generates a  $t_{hitung} 12.930 > t_{tabel} 1,967$  with a significance value of  $0.000 < 0.05$ . This study also has an effect of advertorial (X) on brand awareness (Y), it is known that the percentage amount is 30,4%. Based on the results of this study, it can be a consideration for Dekoruma to maintain and even increase the advertorials that are distributed to further increase public awareness of Dekoruma.*

*Keywords: Advertorial, Brand Awareness, Dekoruma, Stimulus Response Theory*