

ABSCTRACT

Marketing communication plays a crucial role in influencing consumer behavior, especially through effective advertising. The Tolak Angin Liquid advertisement on television, as part of a marketing strategy, aims to motivate consumers to use the product by emphasizing emotional, trust, informational, and call-to-action dimensions. With the shift in media consumption from analog to digital television in Bandung, particularly among audiences aged 20 to over 50 years, this study highlights the relevance of advertisements in influencing consumer behavior. Based on marketing communication theory and the AIDA Model, which focuses on how messages are conveyed to influence consumer behavior, this study uses a quantitative approach with data collection through questionnaires involving 400 respondents. Data analysis using Spearman's Rank correlation and hypothesis testing indicates a significant relationship between advertisement dimensions and consumer motivation, with a correlation coefficient (r_s) of 0.799 ($p < 0.001$). The emotional dimension contributes the most to motivating consumers, followed by trust, information, and call-to-action. The findings confirm that advertisements that appeal to emotions have the greatest impact on consumers' decisions to use the product. These findings provide practical implications for Tolak Angin's marketing strategy, suggesting that the emotional element be further optimized in their advertising campaigns.

Keywords: *Advertisement, Tolak Angin, Consumer Motivation, Marketing Communication*