

ABSTRACT

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THE INFLUENCE OF EMINA'S COSMETICS ADVERTISEMENT ON BRAND AWARENESS OF ADOLESCENTS IN BOGOR.

Keywords : Advertisement, Cosmestic, Brand Awareness, Adolescents.

(xi- 113.- Attachment)

The purpose of this study was to determine how much influence Emina' cosmetics advertisement had on brand awareness of adolescents in Bogor. This research method uses quantitative methods by conducting surveys distributing questionnaires to respondents. Technical analysis of the data in this study, using simple linear regression analysis. Respondents in this study were adolescents in Bogor with the total number of samples calculated using the Rao Purba formula, the number of respondents was 385 using IBM SPS 25. The theory used in this study is the Stimulus Response theory (S-R Theory) because this theory explains that a mass media has a direct, immediate and direct effect on a communicant. Stimulus-response theory has the capacity to act as a stimulus (S) and produce a strong response (R). The results of the research on 385 respondents stated that Ho was rejected and Ha was accepted, which means that there is an effect of Emina' cosmetics advertisement on brand awareness of adolescents in Bogor which has a low correlation. The more attractive and quality an advertisements is, the more it creates memories about the brand of Emina cosmetics product in the minds of consumers.

Blibiography (2006 – 2021)