

## ABSTRACT

*Television can be regarded as a powerful medium to carry out lightning war against the advertising business. It results in intense competition for the fast food industry, as well as competition PT Wingsfood in doing product marketing Mie Sedap through television advertising media by its competitors. Problems faced is how to design ads that are unusual, creative, and can attract the attention of audiences so that advertising can be effective.*

*In the present study will analyze the influence of advertising appeal, the quality of the message, and often an ad on the effectiveness of television advertising. The analysis used in this research that bergada linear regression with SPSS version 16.0. Student population is used around campus UNDIP Kost in Tembalang, Semarang. With the criteria viewers use television advertising Mie Sedap boarding students in the sample place at Banjarsari and Sumurboto, Tembalang of 100 respondents, with random sampling method.*

*The results showed that the advertising appeal, the quality of the message, and frequency of ads have a positive and significant impact on the effectiveness of advertising, either partially or simultaneously. With the acquisition of the largest coefficient of 0.383 for the effect of quality on the effectiveness of advertising messages. So a better quality of messages would increase the effectiveness of advertising. Thus PT Wingsfood must consider three factors are variable, especially in the variable quality of the message to produce an effective advertisement in accordance with the cost of which has been issued.*

*Keywords: advertising appeal, the quality of the message, the frequency of ads, and effectiveness of advertising.*