

ABSTRACT

*At this time, the develop of handphone as a communication tools has a growth up. Nokia as a mobile handphone in Indonesia try to become a market leader to competition with other mobile phone in Indonesia as a communication tools. The tittle of research are “**Analyze of Advertising and the power of Celebrity Endorser to Brand Awareness and the effect to Brand Attitude Nokia Handphone (Case Study on Student of Economica and Bussiness Faculty at Diponegoro University in Semarang)**”. The problem in this research are : 1) are advertising effect to brand awareness Nokia mobile phone, 2) are the power of celebrity endorser effect to brand awareness Nokia mobile phone, 3) Are brand awareness has effect brand attitude Nokia mobile phone*

This research involves 100 college student as its respondent and employ accidental sampling as its sampling method. Author distributes quetionaire for data collection and analyzes it with double-regression linear analysis (t-test and f-test) by SPSS software. The result of regression test shows that advertising has no positive effect to brand awareness, the power of celebrity endorser has positive effect to brand awareness. Brand awareness has no positive effect to brand attitude. The result of F-test show that advertising, the power of celebrity endorser together has positive effect to brand awareness

Kata kunci : advertising, brand awareness, brand attitude, celebrity endorser