

ABSTRACT

Advertising is one of the most commonly used promotional company to inform, persuade, and increase buyer goals or the community. Current development of advertising on television is very fast, is the largest telecommunications products in shopping ads. The rise of the telecommunications services advertising on television is connected with consumers to know what ad is delivered. Products are promoted via the medium of advertising can affect brand awareness.

This research using multiple linear regression analysis. The population in this research are the students of the Faculty of Economics and business. While the samples on this research amounted to 75 people who've seen ad impressions with television providers in the methods used in this research is the probability sampling. This research using multiple linear regression analysis. The population in this research are the students of the Faculty of Economics and business. While the samples on this research amounted to 75 people who've seen ad impressions with television providers in the methods used in this research is the probability sampling.

The results of this research show that a variable Celebrity endorser, advertising message, and the frequency of ad impressions are positive and significant effect of variable brand awareness. Thus existing provider ads on television should pay attention to such things in order for the third ad in the watch by consumers can increase brand awareness.

Keywords: Celebrity endorser, advertising messages, broadcasting frequency, brand awareness.