

## **ABSTRACT**

*This research is purpose to find out whether attractiveness of message advertisement, advertisement media utilizing, attractiveness of sales promotion affect on brand awareness. The problem of this research is how to improve brand awareness.*

*This research used a multiple linear regression method with SPSS for windows software. The population in this study were students of Economics and Business, University of Diponegoro. This research sample was 100 students who know Indomaret advertising and taken by accidental sampling. The data collection is done by using a questionnaire.*

*The result showed that advertisement media utilizing, attractiveness of sales promotion effect have positive and significant impacts on brand awareness. While attractiveness of message advertisement not significant on brand awareness. The result also shown that advertisement media utilizing has the greatest influence on brand awareness. In order to have improving the brand awareness can be achieved through an approach of two variables which are advertisement media utilizing, attractiveness of sales promotion.*

*Keywords: Attractiveness of Message Advertisement, Advertisement Media Utilizing, Attractiveness of Sales Promotion, and Brand Awareness.*