

ABSTRACT

The era of free trade and globalization on the mark with the ever-expanding products and services, leading to competition faced by business firms increasingly stringent. This causes the management company claimed to be more careful in determining competitive strategy addressing. To be able to compete with similar products the company is required to position products in consumers' minds.

Toothpaste is an important requirement for every individual in all segments and demographics, so the production of such products is very high every day along with the high demand. For that big companies like Unilever did not want to be left to compete in terms of toothpaste, then Unilever created the toothpaste products, namely toothpaste Pepsodent.

The purpose of this study was to determine the effect of attractiveness advertising messages and credibility of celebrity endorser of the brand awareness to enhance brand attitude. This research is a descriptive type of research, research that describes the objects that relate to decisions of a general nature. The population in this study were students of Economics, University of Diponegoro SI knows Pepsodent toothpaste ad. This research sample was 108 people who know Pepsodent toothpaste ad taken by accidental sampling. The data collection is done by using a questionnaire.

The results of multiple regression analysis, , $Y_1 = 0,589 X_1 + 0,201 X_2$, $Y_2 = 0,288 Y_1$

The most influential independent variable on the dependent variable is the attractiveness message advertising variable (0,589), followed by brand awareness variable (0,288) and last is the celebrity endorser credibility variable (0,201). T test results prove that the attractiveness message advertising variable (0,000) and the credibility of the celebrity endorser (0,015) has a positive influence on brand awareness. While the brand awareness (0.002) also had a positive effect on brand attitude Pepsodent toothpaste. That is according to the consumer attractiveness message advertising variable and celebrity endorser credibility can affect brand awareness to increase brand attitude Pepsodent toothpaste.

Keywords: attractiveness Message Advertishing, Celebrity endorser Credibility, Brand Awareness, Brand Attitude