

## **ABSTRACT**

*This study is aimed to analyze and provide empirical evidence about whether the advertisement attractiveness and the effects of community influence on brand awareness and attitude towards brand.*

*This research used a multiple linear regression method with SPSS for windows software. The population was the people of Semarang who used Mentari prepaid card. The number of samples are 100 respondents and the sampling method was accidental sampling.*

*The result showed that attractiveness and community effect have positive and significant impacts on brand awareness. Further brand awareness, attractiveness and community effect have also positive and significant impacts on attitude towards brand. The most dominant variable of model 1 is advertisement attractiveness, while for model 2, brand awareness is the highest influence on attitude towards brand. Advertisement attractiveness will be the most influential factor on attitude towards brand through the forming of brand awareness.*

**Keywords** : *advertisement attractiveness, community effect, brand awareness, attitude towards brand*