

## **ABSTRACT**

*This study aims to examine and analyze the effect of celebrity endorser and the advertising messages on the effectiveness of advertising of the LUX soap products, then examine and analyze the effect of the effectiveness of advertising and superiority of products on buying interest of the LUX soap products.*

*This study sample was 100 student of undergraduate programs in University of Diponegoro. This study was performed using multiple linear regression analysis two stages with SPSS. The first regression to analyze the effect of celebrity endorser and the advertising messages on the effectiveness of advertising, while the second regression to analyze the effect of the effectiveness of advertising and superiority of products to buying interest of the LUX soap products.*

*The results showed that the celebrity endorser and the advertising messages has a positive and significant effect on the effectiveness of advertising of LUX soap products. A variables that have big effect on the effectiveness of advertising is the advertising messages. Then, the effectiveness of advertising and superiority of product has a positive and significant effect on buying interest of LUX soap products. A variable that has big effect on the buying interest is superiority of products.*

*Keywords: Celebrity Endorser, Advertising Messages, Effectiveness of Advertising, Superiority of Products, Buying Interest.*