

ABSTRACT

The phenomenon faced by many manufacturers of the Blackberry is the community after seeing the desired specifications of the BlackBerry does not buy it through official channels. Additionally, high demand for the BlackBerry, is balanced with the availability of BlackBerry devices that official and public understanding about the BlackBerry, so that BlackBerry users who buy a BlackBerry on the black market (Black Market) at prices far cheaper than the official BlackBerry sold by authorized service providers BlackBerry Indonesia. This study aims to analyze the impact of advertising on the desire for Blackberry users in Semarang.

Study sample of 15 respondents. The sampling technique in this study, conducted by snowball sampling is a technique of determining the initial sample amount is small, then the sample was asked to pick and choose his friends to be sampled. Informant criteria set out in this research that Blackberry users in the city of Semarang minimal use Blackberry for 2 years and is a native of the city of Semarang.

Key words : Advertising, Consumer Desire Blackberry