

ABSTRACT

This study aimed to analyze the influence of advertising above the line and below the line of brand awareness and brand equity of energy drinks in the Extra Joss Semarang. this study, uses uses four independent variables endorser attractiveness, attractiveness advertising story, efectivities messages and event sponsorship, and intervening variable that is brand awareness and a dependent variable brand equity. Use variables in this study are expected to clarify the position brand awareness a product, after which it wil increase the brand equity of the product, in this case the energy drink product produced by PT Extra Joss leasehold improvements. This sample, are consumers of Extra Joss university economics faculty students, divided Diponegoro based study program that is a regular one, the regular two, and the D3 programs. Sample taken with a non probability sampling technique. data analysis method used is quantitative analysis, the reliability and validity tests, the classical aberration test, hypothesis testing, determination coefficient and multiple linear regression analysis. Based on data analysis, regression equations are obtained as follows.

$$Y_1 = 0,177 X_1 + 0,321 X_3 + 0,429 X_4$$

$$Y_2 = 0,622 Y_1$$

Those above indicate that: endorser attractiveness variables have a positive influence on brand awareness Extra Joss with a regression coefficient of 0,177, variable message efectivitied have a positive influence on brand awareness Extra Joss with a regression coefficient of 0,321 and sponsorship event variables have a positive effect on brand awareness Extra joss with regression coefficient of 0,429 while the brand variable awareness has a positive influence on brand equity of Extra Joss with regression coefficient of 0,622.

Key words: endorser attractiveness, attractiveness advertising story, the effectiveness of the message, event sponsorship, brand awareness and brand equity.