

## **ABSTRACT**

*Intense competition in telecommunications market makes mobile operator companies develop strategies so that their products can be accepted on the market. The mobile operators, including AXIS conduct a vigorous campaign, one of them through the medium of television advertising that is considered would be able to reach a broad market segment, although it takes a very expensive cost. AXIS has not been able to make the ads to compete with other mobile operators. AXIS remained below as one mobile operator who had spent fewer ads. One of the problems are ads that aired unusual, creative and catching audience attention so that advertising can be effective. This research will analyze the influence of the message quality, advertisement creativity, endorser and broadcasting frequency of the effectiveness of television.*

*This research, use multiple linear regression method with SPSS version 16.0 for windows software. The population used was . This research using accidental sampling method directed to 100 respondents as this research sample is audience of the ads of AXIS which lived in Semarang .*

*The research found that the regression equation is  $Y = 0,209 X_1 + 0,181 X_2 + 0,190 X_3 + 0,345 X_4$  where advertisement effectiveness (Y), message quality ( $X_1$ ), creativity ( $X_2$ ), endorser ( $X_3$ ) and broadcasting frequency ( $X_4$ ). Because the value of all coefficients are positive, this means that the three variables have consistent positive relationship with the dependent variable. By then, we can conclude that AXIS should pay attention at those four variables to generate effective ads so the great cost of the ads will make proper result.*

*Keywords : message quality, creativity, endorser, broadcasting frequency and advertisement effectiveness*