

ABSTRACT

This research is an effort to answer the problem of XL Prepaid that is facing low awareness during 2008 to 2010. The literature review takes the researcher to analyze the impact of credibility of the endorser, effectiveness of advertising messages, distinctiveness of advertising jingle , and effectiveness of advertising language on brand awareness.

Data of credibility of the endorser, effectiveness of advertising messages, distinctiveness of advertising jingle , and effectiveness of advertising language , and brand awareness is obtained by questionnaires. The questionnaires are distributed to 100 respondents. Then the data is analyzed with the multiple regression tests to prove wheter or not ther is an impact between the independent variables on the dependent variable.

The test result shows that it can be proven statistically that credibility of the endorser, effectiveness of advertising messages, distinctiveness of advertising jingle , and effectiveness of advertising language has a positive and significant impact on brand awareness.

Keyword : credibility of the endorser, effectiveness of advertising messages, distinctiveness of advertising jingle , and effectiveness of advertising language, brand awareness