ABSTRACT

Nowadays, companies compete and are challenged to find out the best way to get and maintain the market target. They promote the product by using advertisement. Advertisement conveys strengthens and weakness of the product. It tends to attract consumer to buy the product, therefore advertisement should be effective in order to give positive influence toward buying process.

To be effective, advertisement should be very attractive, creative and done by using good credibility endorser. An attractive advertisement should meet 3 indicators such as meaningful, distinctive, and believable. Moreover, creative advertisement should have indicators such as unique, smart and invite curiosity. The credible endorser requires indicators such as popular, believable and expertise, while creative advertisement is understandable, memorable and it has trade mark. A credible endorser and effective advertisement might give positive effect toward consumer positive behavior shaping on the advertised product.

The population of the research is 100 respondents who meet the requirements. They are asked to complete the questionnaires. The result of SEM analysis shows that the model fulfills Goodness of fit index, and it means that the research model is eligible. The test on hypothesis shows that all seven hypothesis meet the requirements to be accepted, that is CR>2 with <0.05 Probability.

The research proves that the effective advertisement and credible endorser gives influence toward positive attitude shaping of consumer on Ponds product. Whereas, advertisement affectivity can be influenced by advertisement creativity, endorser credibility and advertisement interest. Finally it is recommended to improve creativity of advertisement and the credibility of endorser.

Key Word : Effectively of advertisement, Credibility of endorser, Creativity of advertisement, Credibility of endorser.