

ABSTRACT

The presences of tight competition in the food industry make every company trying to build and getting customer loyalty. The high growth in television advertising market share in Indonesia, lead to the rise of television advertising to promote their products. Customers who are viewed television advertising already knew brand equity of the ads they see. This research is aimed to measure the impact of television advertising on brand equity of Bakmi Mewah in student marketing communication Telkom University. This research uses descriptive verification method and quantitative research methods, using probability sampling techniques. Methods of data collection using questionnaires and data analysis used are simple linear regression analysis. Simple linear regression. From the results of this study showed that a significant difference between television advertising to bakmi mewah brand equity. Variables that television advertising is an audio, video, messaging, tallent, and emotional included in both categories. The components of the dominant television advertising affects bakmi mewah brand equity are advertising messages.

Keywords : television advertising, brand equity.