

Abstract

The research is conducted to find out the influence of five value of news to brand awareness of Telkom University and how much awareness of third grade student of 1 senior high school Bandung on the telkom university. The theory which form the basis of this research is marketing mix, promotion, of marketing communications, new , and five news value consisting of timeliness , proximity , prominence , consequence , and human interest , unmannerly as well as consumers, aida and brand awareness that have the four categories of which is unaware of a brand , brand recognition , brand recall , and top of mind.

Research methodology that is used is a method of quantitative with technique multiple linear regression analysis with a variable timliness (x1), proximity (x2), prominence (x3), consequence (x4), human interest (x5) and brand awareness (y). Data collection techniques through the distribution of the questionnaire with respondents are third grade student of 1 senior high school Bandung which totaled 186 respondents. The conclusion of this research based on the coefficient determination show that the five news about the value of Telkom University it has value 72.7% in effecting brand awareness Telkom University, 27.3% influenced by other variables that aren't pursuing. Awareness respondents of Telkom University are already in good category which it has value 62,93% .

Keywords: timeliness, proximity, prominence, consequence, human interest, brand awareness.