

ABSTRACT

This study was conducted to determine the effect of a celebrity endorsement Al Ghazali on television advertising to Indomie's brand image, and knowing how respondents response regarding celebrity endorsements Al Ghazali and Indomie's brand image. The theory underlying this study is marketing communications, advertising and celebrity endorsement that consists of celebrity endorser and advertisement and also brand image as the dependent variable. The method used is quantitative method with multiple linear regression analysis with a celebrity endorser (X1), advertisement X2) as independent variable, and brand image (Y) as a dependent variable. Data collection in this research collected through questionnaires with Adolescents in Bandung who watched Indomie television commercials starring Al Ghazali, and based on Slovin sample formula then obtained 400 samples. The conclusion of this study based on the coefficient of determination shows that the celebrity endorsement that consists of a celebrity endorser, and the advertisement may affect brand image by 19.2%, and 80.8% are influenced by other variables not examined. Respondents response regarding celebrity endorsements al Ghazali included in a good category with a score of 75.78%, and response of Indomie brand image is also included in a good category with a score of 77.92%.