

ABSTRACT

The growth of development in Indonesia in particular is emerging as a country currently experiencing an increase. See the improvement, PT. SCG (Siam Cement Group) directly perform the concrete with set up a production plant in Indonesia because the current cement SCG is still obtained through imports from Thailand, which is located in Sukabumi district, West Java.

In the process of its construction, PT. SCG (Siam Cement Group) wear advertising media as a means of socializing with the locals. As for this research examined through quantitative methods because the researchers wanted to know is there any influence the use of advertising media, PT. SCG (Siam Cement Group) against the attitude of villagers Official Rays, district of Thunder Mountain, Sukabumi district, West Java. Independent variables examined is billboards, posters, and banners as the dependent variable while the advertising media that examined is attitudes, consisting of affective, cognitive, and behavioral.

The population in this research is the head of the household is a part of the community surrounding the village Official Rays, district of Thunder Mountain, Sukabumi district, West Java, with samples taken as much as 297 respondents with the techniques of cluster sampling area. Data analysis technique used is the test of normality, test heteroskedastisitas, simple regression, the coefficient of determination, and t-test.

Having done the research, respondents provide responses that are quite effective on the use of advertising media with 66%, and the percentage of respondents provide responses is quite effective on the attitude with the percentage of 35.3%. Furthermore the influence of use of advertising media against the attitude of the society amounted to 75,6%. The regression coefficients for the attitude of society and the positive is marked 0.354 showed that every happened the increase in media advertising of one unit then it will improve the attitudes of 0.354 units.

Keywords: Media Advertising, Attitude.