

ABSTRACT

Brand Awareness using Integrated Marketing Communications (IMC) is the way that Pepsi currently used. Pepsi is one of carbonated beverages in Indonesia. However, in terms of brand index and top brand, Pepsi is still below its competitors namely CocaCola. In order that, this research aims to know the influence of the IMC against Brand Awareness Pepsi on a Telkom University 's Colleges.

This research is quantitative research. The research method used are descriptive and causality. Sampling technique used is the nonprobability sampling with purposive sampling. Data collection is done by spreading the detailed questionnaire up to 100 respondent who is a student at the Telkom University, which consume Pepsi and Aware about the phenomenon of Pepsi 's integrated Marketing Communications. Data analysis technique used was multiple linear regression analysis.

From the results that obtained simultaneously, generated that IMC has an effect to brand awareness significantly at Telkom University. It can be seen from $F_{hitung} > F_{tabel}$ sebesar $16,274 > 1,985594964$ and significancy level $0,000 < 0,05$. Subvariabel event and experience (X 3) gives significant influence toward brand awareness partially. It can be seen from $t_{hitung} > t_{tabel}$ sebesar $3,816 > 1,98637715$ and significancy level $0,000 < 0,05$.

Based on the results of the research, it can be inferred that Pepsi's Integrated Marketing Communications in a poor level. Pepsi's Brand Awareness in a poor level at Telkom University. IMC has positive effect simultaneously but partially only event and experience have positive effect against Pepsi's Brand Awareness at Telkom university.

Keywords: Brand awareness, Intergrated marketing communication, marketing.
