ABSTRACT

Nowdays development of information technology is becoming one of factors that encouraged an increasing number of internet users in Indonesia. As a company engaged in telecommunications services, PT TELKOM*, which offers Speedy as a product in the form of high quality internet access service, also faces other competitors operating in the same field. With so many competitors that must be faced,* PT TELKOM *should stir aggressively to increase consumer buying interest in order to increase customer growth. One of the efforts that have been made by* PT TELKOM *advertising through television media. However, intense competition among competitors make* PT TELKOM *needs to evaluate the Speedy advertising that aired on television. The evaluation is done by looking at the effect of the interest of speedy advertising's buying audience.*

The purpose of this study was to compare the buying interest among the audience who saw Speedy advertising impressions and the audience who do not see Speedy advertising. The study uses a hierarchy of effects models in measuring the effects of advertising, as well as the methods used namely Quasi Experiment with the design of Post-Test only control group design. Participants in this study are students of an Telkom Foundation Educational that is not Speedy's customers and have never seen a Speedy advertising impressions. Participants were then divided into two groups, the experiment group were given treatment in the form of advertisement Speedy advertising and control group were not given a Speedy advertising,but given a placebo control in the form of another product advertising.

The result of this study prove that Speedy advertising was found to lead to buying interest audience. This is evidenced by the difference in average interest in buying the experimental group with the control group. The participants in the experimental group had the average value than the average value of participants in the control group. Therefore, PT TELKOM *should keep serving Speedy advertising in television media because Speedy advertising in televion has an influence on buying interest audience. In addition,* PT TELKOM *also need to consider the time and frequency of ads aired on television Speedy.*

Keywords : Television advertising, Hierarchy of Effect Model, Quasi Experimental, Post-Test Only Control Group Design, Buying interest.