

ABSTRACT

Advertising is an important aspect for the company in marketing activities. Now consumers see ads on television before realizing the existence of the product. Marketers can create a strong product position dibenak its customers with the help of television advertising. The aim of this study was to determine whether there is a relationship and influence of IM3 product advertisements through television ads against Brand Awareness customers. The study population was a student of the Faculty of Applied Sciences Telkom University. By using the Bernoulli formula obtained from 100 respondents. The technique of collecting data using questionnaires. The method used is simple linear regression. The results showed that the variables of television advertising and brand awareness variables each have a continuum line 74.51% and 73.98%. The influence of television advertising on IM3 brand awareness by 62%.

The Keywords: Brand Awareness, Television Advertising