

ABSTRACT

This study was conducted to find out how much the effect of the attractiveness, the quality of messages, and the frequency of public service announcement titled "Cigarettes Destroying Your Body" to the attitude of smokers in Bandung City simultaneously and partially. This research uses quantitative method. Sampling was done by simple random sampling method with 100 respondents. The analysis technique used is multiple linear regression analysis. Based on the results of Test F there is a significant relationship or influence between the ad appeal (X1), the quality of advertising messages (X2) and the frequency of ad serving (X3) to Attitude (Y) due to F result $70,089 > F$ table 2,699. From the result of T test, ad appeal (X1) significantly affect Attitude (Y) due to the obtained result of T Test $4,695 > T$ table 1,984; the quality of advertising messages (X2) affect the attitude (Y) because the value obtained by T Test is $3,437 > T$ table 1.984; frequency of ad serving (X3) effect on Attitude (Y) due to the obtained result of T Test equal to $4,627 > T$ table 1,984. From the calculation of the coefficient of determination simultaneously, the results is that the influence of the three independent variables to the dependent variable is 47,19%, while the rest of 52,80 % influenced by other factors not examined by the author. In conclusion public service ad serving is well implemented, but it is still lacking in terms of frequency of viewing. Ad serving is required in other media to improve effectiveness. In conclusion public service ad serving is well implemented, but it is still lacking in terms of frequency of viewing. Ad serving is required in other media to improve effectiveness.

Keywords: ad appeal, ad message quality, ad serving frequency, attitude