

ABSTRACT

Growth in the number of motor vehicles in Indonesia from year to year has increased, especially two-wheeled vehicles. Indonesian people now prefer to use the two-wheeled vehicle transportation because in addition to practical two-wheeled vehicles are also fuel efficient. Currently in Indonesia there are 8 manufacturers that produce two-wheeled vehicles. To be able to attract consumers as well as able to face competition in the two-wheeled vehicle industry, the Company must implement marketing strategy. One of the marketing strategies that can be done is through advertising. This study aims to determine the effectiveness of motorcycles ads Honda CB Verza 150 which aired on TV media type of research used is descriptive quantitative research sample with Bandung community as many as 100 people. The method used is Direct Rating Method or DRM with indicator of attention, understanding, cognitive response, affective response, attitude. The results of the study show that according to consumer perceptions, advertising Honda CB 150 Verza on television media has been effective with the value of Direct Rating Method of 67.22

Keywords: Ads, Media TV, Direct Rating Method.