

## **ABSTRACT**

*Activity This study was conducted to determine the effect of exposure to Axis Hitz television version # MasaGaHitz on the interest of buying high school students N 6 Karawang. The purpose of this study was to find out how much influence the exposure of television advertising axis hitz version # MasaGaHitz on the interest of buying high school students N 6 Karawang. This research uses quantitative method with explanative research type. Sampling is done by probability sampling method type stratified purposive sampling, with the number of respondents as many as 100 people. Data analysis techniques used are descriptive analysis and simple linear regression analysis.*

*Based on the results of hypothesis testing Value  $t$  arithmetic advertising exposure variable ( $X$ ) of 9.238 with a significance level of 0.00. When compared  $t$  count with  $t$  table then  $9.238 > 1.984$  and the value of significance is smaller than 0.05 then  $H_a$  accepted and  $H_0$  rejected in other words AXIS advertising exposure variable significantly influence the interest of AXIS card purchase of SMAN 6 Karawang students. And based on the coefficient of determination of the effect of exposure frequency variables of advertising on purchasing interest can be seen from the value of R square ( $R^2$ ) is 0.465 or equal to 46.5%. This value indicates that the variable of AXIS advertising exposure effect to AXIS starter's purchase interest in SMAN 6 Karawang student is 46.5% and the rest 53.5% is influenced by other variable not included in this research.*

**Keyword :** *Advertising Exposure, Purchase intention.*