

ABSTRACT

Advertisements are defined as any form of nonpersonal communication paid by the company including information, products, services, or ideas by the sponsor identified. This research was conducted to determine the effect of advertising on the attitude towards the brand with the spokesperson as a moderator on the diaper brand Sweety products. The purpose of this study was to determine consumer perceptions of the advertising brand Sweety, consumer attitudes towards the Sweety brand, the influence of advertising on consumer attitudes and spokesperson relations as a moderator between advertising and consumer attitudes. The research method used in this study is a quantitative method. Sampling is done by non-probability method with the type of sampling technique using purposive sampling technique, with a number of respondents 100 people, who know and recognize Sweety diaper products. Data collection using a questionnaire. The results showed that the value of advertising t-statistics had a significant effect on attitude towards brand with a score of $5.237 > 1.96$. and, the results showed that the value of t-statistic advertising and spokesperson had a positive and significant effect on attitude towards brand with a score of $2,350 > 1.96$. in the moderator test, it shows the results of t-statistics that advertising and spokesperson have a significant effect on attitude towards brand with a score of $2.35 > 1.96$.

Keywords : *Advertising, Attitude Towards Brand, Spokesperson, Descriptive.*