

ABSTRACT

Advertising is one of marketing communication tool that many company used. Advertising is a tool for a company to provide information, to persuade and remind consumers to product which company's owned. Advertising placed in many media that easy to see for consumers. Advertising media that usually used are printed advertising and digital advertising. In this new media, a lot of company rely on digital advertising. Utilized the rank of internet user (especially in West Java), there are so many that used digital advertising for promote their product, one pf them is Ramayana. Object ini this research is Ramayana advertise with humor appeal. This is the most watched advertising than other Ramayana's advertising with humor appeal. This advertising has 16 M viewers in Youtube per August 2018. This advertising is release after the decrease of Ramayana's income in Java (exclude Jakarta) and closed 16 division of supermarket that can make negative asosiation in consumers mind. So, researcher wants to know how much the influence of effectiveness of advertising with humor appeal towards the brand image with study in Ramayana Advertise #KerenLahirBatin Menyambut Lebaran version on Youtube. This research used quantitative method with explanative type, positivism paradigma and used EPIC Model for calcutation method in effectiveness of advertising dimension and used simple linear regression to know the influence of effectiveness of Advertising dimension towards brand image. Sampling was done by non-probability sampling method with purposive sampling type against 100 respondent that is Sukabumi resident that have middle low income, because Sukabumi is one of city in West Java that has lower UMK than Bandung. The result of this research are $Y = 15.486X + 1,163$ in simple linear regression. Further analysis of correlation with yield of 0,641 in strong category. In this research h_0 is rejected and h_1 is accepted, because $t_{count} > t_{table}$ ($15.486 > 1.660$) that means the effectiveness of the advertising with humor appeal influence the brand image. As well as the effectiveness of advertising with humor appeal affect the brand image in 41%, whereas 59% more is influenced by other factors that not examined in this research.

Key Word : Advertising effectiveness, EPIC Model, and Brand Image