

ABSTRACT

Advertising is one of the aspects that are important to the company in its marketing activities. Now consumers are seeing an advertisement on television before realizing the existence of a product and buy the product. Advertising is one aspect that is important for creating brand awareness to consumers. The purpose of this study was to determine whether there is a relationship and the influence of advertising on television Galaxy brand awareness to consumers. The study population was male and female students Telkom University. By using the Bernoulli formula obtained as a sample of 100 respondents. The technique of collecting data using questionnaires and literature. The method used is a simple linear regression, correlation and determination. The results showed that the Samsung Galaxy variables in television advertising and brand awareness respective variables - each has a continuum line of 74.63% and 72.66%. The influence of television advertising on the Samsung Galaxy affect brand awareness is at 23%.

Keywords: advertising, brand awareness