

ABSTRACT
COMPARISON OF USING CELEBRITY ENDORSER AND TYPICAL-
PERSON ENDORSER INFORMING CONSUMER ATTITUDE
(A Study at Kampung Baru Village, Kedaton, Bandar Lampung)

By:
SRI MARYATI

The business competition which is getting stronger demand companies to use proper marketing strategies to win the competition, advertising is included in them. Companies should have creative way in advertising, one of the creative is by using endorser. The use of endorser will give advantages if it has credibility, attraction and compability. The aim of using celebrity endorser is to attract consumers' attention and to increase the awareness of the product. Whereas, typical-person endorser is used as a form of testimonial to achieve consumer trust.

The objective of this research is to know the consumer attitude toward the use of celebrity endorser and typical-person endorser, and to examine the difference of using celebrity endorser and typical-person endorser at the adverticement of pond's flawless white on the television. This research is quantitative research with survey and questionnaire approach as data collecting technique. Sample collecting technique used in this research is purposive sampling. Data analysis methods used is (1) examining the validity and reliability of the questionnaire items, (2) descriptive analysis, (3) mean score and conduct hypothesis testing of two pairing samples by using T testing (paired sample test). Based on the hypothesis testing, it can be concluded that there is not difference between the use celebrity endorser and typical-person endorser in a form consumer attitude at the advertisement of pond's flawless white on the television.

Key words: comparison, endorser, consumer attitude.