

## **ABSTRAK**

### **ANALISIS KESADARAN MEREK PADA PRODUK PASTA GIGI PEPSODENT DI BANDARLAMPUNG**

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Man in his daily life must always meet the keperluannya to healthy living, one of which is related to dental health and hygiene. Pepsodent is the first toothpaste in Indonesia, which re-launched berflorida toothpaste in the 1980s and the only toothpaste in Indonesia that actively educate and promote proper tooth brushing habits through school programs and services free dental examinations.

The problem in this study the possibility that the variable slogans, symbols, sponsor, and other forms of care encourage the formation level of brand awareness on Pepsodent Toothpaste. So the principal issues to be discussed: Is there a level of consumer awareness of the brand Pepsodent toothpaste in Bandarlampung.

This study aimed to find out how much the level of consumer awareness of the brand Pepsodent toothpaste in Bandarlampung. The hypothesis of this research is to have the level of consumer awareness of product brands Pepsodent toothpaste in Bandarlampung.

Analysis tools used in this research is to analyze the frequency distribution and cross tabulation analysis (cross tabulation) to determine the number of consumers are aware of the existence of toothpaste brand Pepsodent. Through chart analysis was obtained from 100 respondents, 57 people (57%, 00) strongly agree that mentions the Pepsodent as a brand, which first appeared in the minds of consumers, 30 people (30.00%) agreed to mention the brand, which first appeared in the consumer's mind, 4 people (4.00%) mentioned quite agree that Pepsodent as a brand, which first appeared in the consumer's mind, seven men (7.00%) people do not agree that mentions the Pepsodent as a brand, which first appeared in the minds of consumers, and only 2 (2.00%) of people strongly disagree that mentions the Pepsodent brand, which first appeared in the consumer's mind.

Advice given was the company should continue to make improvements and innovations to its products, and increased its brand communication activities. One of them is actively promoted through attractive advertisements and slogans. This was done so that the message can be easily remembered and understood by consumers, so consumers can know more about memorizing or more of these products.