

ABSTRACT

ANALYSIS OF THE EFFECT OF USE AS MODELS CELEBRITIES BRAND PRODUCTS ADVERTISING ASSOCIATION TO TOLAK ANGIN HERBAL IN BANDAR LAMPUNG

By

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PT Sido Muncul is one that engages in the manufacture of traditional medicine one of its flagship product is a medicinal product Jamu Tolak Angin. The increasing prices chemical drugs make people turn to traditional medicine, making the company Sido Muncul to do a good marketing strategy, one that is only place with the use of celebrities as models for advertising affect brand association that is all things relating to the memory of a brand. The criteria of celebrity as a model of advertising that is Credibility celebrity (celebrity credibility), popularity of celebrity (celebrity visibility), attractiveness (Attraction and Power).

Selection of celebrity as an ad model must be considered by marketers in order to align the image of the artist with the image of the product. There are many factors that determine success or failure of a product, but the use of the artist can indeed be one factor in particular its nature as a model advertising or incentive for consumers to buy. The problem in this research is "whether the use of celebrities as models of advertising effect on herbal brand association Tolak Angin?", With the hypothesis proposed in this research is the use of celebrity influence to Tolak Angin herbal brand association.

To test the hypothesis and then the tools used in this study is the multiple linear regression analysis, and proposed to the 100 respondents, and obtained with a significance level of 0.05 in

to the celebrity credibility, celebrity visibility, attraction and power significantly influence brand associations herbal medicine Tolak Angin, because it has a significance value less than 0.05.

Statistics obtained coefficient of determination of 0.543 which means the contribution of all independent variables to Tolak Angin herbal brand association by 54.3% and the rest influenced by other independent variables outside research.

Suggestions put forward in this research is the company should pay more attention to the selection of celebrity as a model of advertising to maintain brand associations in society by looking at the criteria that have been in the set of celebrity credibility, celebrity visibility, attraction and power.