

## ABSTRACT

ANALYSIS OF INFLUENCE OF ADVERTISING ON tagline

Brand Awareness Sosro PRODUCTS

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Along with the development of the world, competition in the business world even more strict. This is indicated by the number of companies who are competing to do the marketing communications or commonly known as promotion. One of the promotional media who are familiar with the advertising. Strategies to enhance the impression of depth in an ad campaign that is often used is the tagline. PT Sinar Sosro example, the advertising tagline "Whatever .. Yummy Bottle Sosro Teahouse" has won the hearts of society.

Problems faced by PT Sinar Sosro are PT Sinar Sosro currently faced with many competing products that do not drink tea only from local competitors, but also foreign competitors that could allow customers to switch to these brands, especially if the brand makes a change and offer a superior product characteristics from different angles attributes. Competition of different brands of tea in bottles, made of PT Sinar Sosro should be more careful in designing its marketing strategies.

The problem is formulated in this study is: Does Tagline effect on brand awareness ads sosro PT Sinar Sosro product?

The purpose of this study was to determine the effect of brand awareness advertising tagline sosro PT Sinar Sosro product.

The hypothesis of this research is that the advertising tagline Sosro bottled tea has a positive influence on brand awareness products sosro PT Sinar Sosro. The research was conducted with random sampling technique, and after calculation of the sample obtained as many as 105 respondents.

The analysis tools are qualitative analysis and quantitative analysis. Qualitative analysis was done by analyzing problems and finding solutions by using data collected from questionnaires that are connected with marketing theories or approaches relating to the theory tagline, advertising theory, theory of brand awareness (brand awareness) in analyzing the influence of advertising tagline brand awareness sosro PT Sinar Sosro product. Quantitative analysis performed using simple linear regression.

Based on the calculations, that the advertising tagline is significant at the 0.05 level with a probability of 0.000. It can be concluded that the ad tagline influence brand awareness sosro PT Sinar Sosro products. Resulting linear regression model showed that a positive and significant regression coefficient (0.650) means that the ad tagline major effect on brand awareness sosro product, the more positive the response of respondent to the ad tagline recognition and brand awareness among the respondents would Sosro products will also increase. In order to optimize the PT Sinar Sosro in influencing brand awareness among the respondents would fully Sosro the completeness of the information submitted should be further clarified his words and format of the messages in his ads, ads on television should be made more interesting, more fun, more unique anymore so consumers are more interested in buying products Sosro.