

## **ABSTRACT**

### **THE PROMOTION EFFECTS ON INCREASING AXIOO BRAND AWARENESS (THE STUDY OF *UNIVERSITAS LAMPUNG* ECONOMICS FACULTY BACHELOR DEGREE STUDENT)**

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Axioo which is one of notebook brands that has been known since 2004, is developed jointly by Axioo Corporation and Intel Indonesia. In Indonesia Axioo products are distributed by PT. Tera Indonusa Data since 2005, which continually concern and maintain attention to increase the brand awareness of Axioo.

The problem and challenge which is faced by PT.Tera Data Indonusa in increasing brand awareness of Axioo is its currently low brand awareness (4.00%) compared to other competitors, so the problem which is formulated in this study is: whether the promotion have the effects in Axioo brand awareness?

The purpose of this paper is to investigate the effect of mix promotion strategies in increasing the Axioo brand awareness. Hypothesis proposed in this research is whether the promotion have positive effects on increasing Axioo brand awareness. This study uses primary and secondary data. The primary data is obtained directly from the company including a brief company history, organizational structure, product and price data, and questionnaires distributed to 91 undergraduate students of Universitas Lampung Economics Faculty who attend regular class in 2007-2009, and secondary data is obtained from the research literatures by studying the marketing literatures.

In this study, the analysis tools which are used are the qualitative analysis and quantitative analysis. Qualitative analysis is performed by analyzing the problems based on some theory of marketing management especially about the effects of promotion on brand awareness, and is associated with the data from the questionnaire.

The quantitative analysis is performed by using linear regression formula. Based on the calculation results, we obtain the value of Sig.F is  $21,917 > 2,709$  and the value of R square is 0.430.

The value of influences on brand awareness promotion is 0.430 or 43.0%. This number means 43.0% of promotions have effects on brand awareness, while the remainings are influenced by other variables outside of this research. The regression equation is  $y=11.735 + 1.101x_1 + 0.457x_2 + 0.296x_3$ . The conclusion is the promotion have positive effects on Axioo brand awareness. When distributing the questionnaires we get the results for advertisement factor, the highest percentage main cause of this less awareness of promotion is due to the less precise media promotion usage (56.04%). The interest value in the Axioo promotion than other brands is 40.66%. The enthusiasm of many of the events held by Axioo is 54.94%. The aggressive publications for introducing the products is 54.95%. And the ability in communicating the products to customer is 63.73%. Whereas the highest of respondents who feel less aware of the brand is caused by the first brand in mind is 95.6% and the Axioo strong brand image which make them consider the notebook as Axioo is 84.61%.

Based on these results, suggestions which we can give is PT.Tera Data Indonusa Bandar Lampung Branch should take advantages of other promotional medias such as installation of banners and billboards in crowded public places, maximizing the events which are held, be more aggressive in publication of the product, and improve product communication to consumers so as to increase brand awareness and image of Axioo.