

Abstract

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THE EFFECTIVITY OF BONDAN WINARNO AND RIRIN MARINKA AS BRAND ENDORSERS TEPUNG BUMBU SASA TOWARDS EXPERTS IMAGE OF SASA AS “TEPUNG BUMBU PENYEDAP MAKANAN”

(xiv + 62 Pages; 9 Pictures; 3 Table; Enclosures)

The competitive environmental atmosphere in wheat-flour industry demanded many companies to do something in an innovative promotion and advertising in order to increase the company's income by creating the advertising that involve endorsers in conveying the messages to be product made company to customers could be known and used by costumers. In this case, brand endorser involving RinrinMarinka and BondanWinarno convey the wheat-flour Sasa used by PT SasaInti expected could giving the image and positive perception that the product advertised is high quality as good as conveyed by endorser as specialist.

The data collecting was done by distributing questionnaires to respondents are women settled in KelapaGading Jakarta. The data analyzed by using the validity and reliability analysis for 30 respondents as the pre-test. After that, the distributing of questionnaires for 100 respondents and then analyzed by using correlation analysis.

The research result shows that brand endorser using RinrinMarinka and BondanWinarno assumed having the high affectivity in advertising communication of wheat-flour Sasa.

References: 26(1998-2012)

