

## ABSTRACT

Pambudi, Kurniawan Unggul. 2014 Thesis. Title: "Factors Analysis Of Formation Brand Awareness : Advertising (The Case Studies Of Top Coffee Produk At Islamic State University Of Maulana Malik Ibrahim Malang)

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Promotion by advertising media is very efficient because it uses a low cost, has a strong persuasive and be able to increase brand awareness. Brand awareness is created for a main point of brand equity. By this media advertising the Top Coffee product sold increasingly.

The purpose of this study is (a) Knowing the formation factors of brand awareness of Top Coffee Products (b) Knowing the most dominant factor in creating brand awareness of Top Coffee products (as the result of point 1).

Research location is located at Islamic State University of Maulana Malik Ibrahim Malang by students of semester 3, from 6 faculties and 20 departments, with the total number 7.141 students. The analysis tools which are used in this research are validity test, reliability test, and analysis factor.

In this research, the variables used advertising messages, advertising tagline, celebrity endorser advertising, advertising media, advertising effectiveness, advertising perception, brand identity design, television commercials and advertising frequency.

The results of this study indicate that, the results of the rotation method of respondents factor analysis concluded that the 9 variables can be reduced to seven factors: the effectiveness of advertising with the value of 33.032%; 8.011% of advertising messages; 6.473% of celebrity endorser; 4,728% of television advertising; 4.305% of advertising perception; 4.229% of advertising frequency and 3.480% of advertising norm morality. The most dominant factor to create *brand awareness* of Top Coffee products is the effectiveness of advertising.