Abstract

Advertising is a means to assist an effective marketing to establish communication between companies and consumers in an effort to deal with competitors. As economic growth, advertising becomes very important because potential customers will pay attention to advertisement of products to be purchased. The effectiveness of an advertising bringing a positive impact on product, one long-term impact is to develop loyalty. In this study, the effectiveness of advertising through television media is measured by dimensions of Empathy, Persuasion, Impact, and Communication. Measurement of advertising effectiveness will be analyzed using correspondence analysis to identify brand provider trends in each dimension. The results of the analysis states that the AXIS and Telkomsel provider ad are effective on the dimension of empathy, which means the ad has pulled respondents’ empathy so that respondents like the ad with a fitted storyline. XL provider ad is effective on the dimension of persuasion, which means the ad is able to persuade the respondent to use that provider brand through creativity and ad supporting artists. XL and 3 (Tri) provider ad are effective on the dimension of impact, which means the ad provider is successfully impact the brand to be well-known and prominent than other providers as well as a brand recommendation. AXIS and 3 (Tri) provider ad are effective on the dimension of communication, which means the ad is successfully inform the ad purposes so that respondents could recall the brand well.

Key Word: Advertisement Effectiveness, Correspondence Analysis