INFLUENCE OF POWER MESSAGES ADVERTISEMENT AND CREDIBILITY CELEBRITY ENDORSER INDOMIE ADVERTISING TO BRAND AWARENESS IN TELEVISION

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ARTICLE INFO	ABSTRACT	ORIGINAL RESEARCH ARTICLE

This study examines the opinion of high school students in Jakarta who like food from noodles. The influence between the easiness of eating the type of noodles with the advertisement that aired as a form of delivery of knowledge about products from instant noodle manufacturers in Indonesia. The purpose of this study is to find out how the attractiveness of advertising messages and credibility of celebrity endorser on noodle ads on television. We conducted a survey in 2017 to 96 students at 6 high schools in Jakarta. The sampling technique is a cluster sampling of 17 people (SMA 18), 23 people (SMK 9), 18 (SMA 3), 18 People (SMA 5), 18 People (SMK 7), 2 persons (MA). The results showed that; 1) The attractiveness of advertising messages significantly affects brand awareness with a sig value. 0,000 <0.05 and t value 8.101> t table 1.989. This means that Ads served to the artist's preferred use strategy will affect the brand awareness of their customers. 2) The credibility of Celebrity Endorser significantly influences brand awareness with sig. 0.000 (0.05 and t value 4.962> t table 1.989) meaning credibility of artist used as endorser celebrity contributes to brand awareness to consumer 3) Power drag Ad messages and credibility of celebrity endorser simultaneously have a significant effect on Awareness brand with sig value 0,000 <0,05 and f count value 124,452> f table 3.09. The coefficient of determination showed that R Square 0,656 mean 65.6% simultaneously Between Attraction of Advertising with Celebrity Endorser Credibility influence to brand Awareness. Generally, it can be concluded that the majority of high school students are interested in noodle advertisement that aired on television. They also like the celebrity endorser that is in use as an advertiser. The selection of ad stars gives impact to the likes on the products advertised.

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1. Background / Objectives and Goals

Increased public consumption of instant noodles led to an increase in the number of producers of Instant Noodles in Indonesia. The amount of instant noodle food consumption caused by the assumption of food from Mie as a substitute for staple food of Indonesian society. The

development of the taste of cuisine with the taste of representing the existing culture in Indonesia makes people increasingly like instant noodles. The leading producer of instant noodles in Indonesia, PT Indofood Sukses Makmur Tbk, is Indonesia's largest food industry. In the business development of PT Indofood Sukses makmur Tbk also established business units of business support for the achievement of the integrated production system. Based on Data BPS (Statistics Development Agency) noted that 98% market share of noodles in Indonesia is an instant noodle market. Indofood is the largest instant noodle producer with a capacity of 13 billion packs per year. In addition to having the largest distribution network in Indonesia.

Competition in the instant noodle industry is getting tighter and is a factor driving the growth of new producers who also produce instant noodles. Another growing effect is the emergence of creative and innovative products. So the company that has been running an instant noodle business should try to be the main in improving customer's brand awareness. The use of ads is being reviewed as a way of introducing products.

One of the products of concern in this study is Indofood instant noodle production with the name of "Indomie" product using the slogan "Indomie seleraku". Indomie's marketing activities innovate by holding an "Indomie event" with the theme "Jingle Dare Competition", a competition aimed at high school students, making jingle melodies to be used in indomie ads. The event was considered successful because it involved 3,225 high school students from 181 schools with 230 bands who sent their creations to the committee.

Based on an interview with marketing manager of Noodle division PT Indofood Sukses Makmur said that the taste of Indonesian society best matches the taste of Indomie Goreng, a flavor variant of Indomie

products. Based on the results of a survey conducted Marketing magazine edition of February 2015 published that Indomie gets the top Brand index of 75.9%. Where Top Brand index will measure three components namely; Top of Mind awareness, which is a brand-based size first mentioned by the respondent when the product is mentioned. Second; last used, the size is based on the brand that was last used or consumed by the respondent in a re-purchased cycle. Third; future intention, which is based on a brand that wants to be consumed in the future. Further explained that the majority of consumers regard indomie as a product of choice consumed and that will be consumed in the future.

The success of PT Indofood Sukses Makmur cannot be separated from the use of Ads on television. Creativity presented in the advertisement on television is allegedly influencing customers to survive into consumers of instant noodles PT Indofood Sukses prosperous production. In addition, also in the use of advertising stars favored by consumers. According to Simamora (2004: 174) explains that consumer attitudes toward advertising can be influenced by several factors, especially the attractiveness of the content of advertising messages and its effect on the mood and emotions of consumers. According to Widyastuti (2013: 14), the results concluded that the attractiveness of advertising messages through e-commerce.

Based on the description, the research question is;

1) How is the effect of the attractiveness of advertising messages Indomie in Media Television Against the brand awareness of students of high school in Jakarta?
2) How is the influence of endorser celebrity credibility on brand awareness of students of high school in Jakarta

This research is expected to be useful for the development of communication theory, especially about advertising, and also give

thought contribution in formulating advertising message.

Literature review

Ad Messages Attraction

According to Indiarto (2006: 37) ad attraction of an ad is how big the ad can amaze or attract the attention of the audience. The attractiveness of advertising messages refers to the approaches used in attracting the attention of consumers and influencing their perception of the product or brand in order to generate a strong appeal to consumers. Then advertising messages should be able to influence, able to generate, and able to retain consumer memories of a product offered.

The attractiveness of advertising messages has indicators of the attractiveness of advertising messages by Kotler and Armstrong (2001: 116) should have the following three traits;

a) Meaningful: advertising messages must be clearly defined and easily understood in showing the benefits of the product so as to make consumers more interested and allow the advertised products. The advertising message should be able to say something interesting about the product.

b) Believable: Advertising messages should be reliable to consumers, that the product provides the correct information. Consumers believe that the product provides benefits as promised in advertising messages.

c) Distinctive: advertising messages must state something that makes the advertised product better and different from competitors' products so the advertising message must say something exclusive or not contained in all other brands within a product category.

According to Harjanto, (2009: 532) advertising message is a clear statement that sets the direction of what will be achieved in advertising campaigns. Advertising messages also play a role in explaining the difference between a brand from a competitor in a market. Sumantono (2012: 14) states that advertising messages are what the company planned to convey to the ad and how the planning of delivering the message verbally and non verbally. According to Bovee (2002: 14), advertising messages are ideas or news communicated or delivered to the audience through advertising media.

The purpose of advertising is; first; informative; to create brand awareness as well as knowledge of a new product or new characteristics if the product already exists in the market. Second; influence; to influence consumer attitudes amidst existing product competition. This ad has a goal to encourage consumers to move to marketed products. Third; Reminder: to remind consumers of a particular product and is expected to continue to buy. Fourth; Strengthening: to strengthen consumer confidence in the products that have been purchased so far. Consumers are assured that they have made the right choice of service products to use.

Celebrity Endorser's credibility

Stars Advertising or endorser is one of the factors that determine the success of advertising of a product, especially if the advertising activities utilize television advertising media. According to Belch & Belch (2004: 12), ad stars are figures or individuals who are selected to represent a product/service that comes from certain circles and has a prominent character and strong appeal. An endorser is expected to attract attention. Meanwhile, according to Tellis (1994; 4) explains that the endorser is an individual group, organizes, institution or institution that is used to convey an opinion about a product, service or idea, so that consumers trust the opinion, belief, seek or try the advertised product.

Endorser in an advertisement on television is used as an alternative strategy to create brand awareness to consumer

buying behavior consciously or unconsciously. The advertising messages conveyed by informants are widely known by consumers. And the main thing that is known is the celebrity endorser, and it is said that the ad has received attention from consumers.

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According Royan (2005: 12) celebrity is a person who is known msyarakat because of its ability in certain areas that can support products to be advertised. Celebrity is often used as a means of representing the product in providing a cirta about a product. Credibility is the level of confidence in the source of the consumer's mind. Celebrity credibility as an endorser is an important factor that is measured based on the ability to deliver advertising messages well and able to convince consumers to be interested in the ads delivered.

Ohanian: (1990): Ahmed Naveed et al (2014) explains that; that there are three components that influence the credibility of celebrity endorser as messenger among others; 1) Expertise: The expertise of a celebrity endorser reflects the knowledge, experience or expertise possessed by an endorser associated with a communicated service product. The expertise of an endorser can be possessed of formal education and comes from his experience. Endorser perceived as an expert and experienced in a particular field. This will be more able to influence knowledge and change the perception of the vast majority. The more

expertise the endorser celebrity will effectively influence the consumer in changing attitudes toward the product. The expertise dimension consists of the following factors: Expert, Experienced, have the ability. 2) Trustworthiness: relating to honesty, integrity. The belief of an endorser is influenced by perceptions of the endayer's motivations. In addition, reliability is related to how much the perceived endorser can be trusted by consumers. Consumer confidence in the message does not have to be through direct recognition, but can be through the process of learning and perception made by consumers through various sources. Factors that fall within the dimension of trust include responsible, honest, reliable, sincere, and trustworthy. 3) Attractiveness; is the appeal of an endorser both physically and non-physically. The appearance of an attractive endorser celebrity is considered important as it will affect the initial assessment of the consumer to the message source. Shimp (2003) states that endorsers who have an attractive physique will result in the evaluation of their advertising and product ads more favorably when compared to less attractive sources to consumers. In general, physically attractive endorsers are capable of being more favored by consumers and positively impacting the level of advertised sales.

Indomie Ads On Television

Based on data from Media Scene Volume 25, 2013 p. 66 explains that Indomie's advertising expenditure in television in 2013 amounted to 371,183 billion rupiahs. Referring to data contained in the official website indomie namely; www.indomie.com shows that there are 10 categories of noodles produced by Indomie among others; Indomie goring, Indomie sauce, Indomie Jumbo, Selera Nusantara, Mie Keriting, and others. The top brand index is shown in the following table;

Table 1.1 Top Brand Index Category Instant Noodle version of Marketing Magazine Edition 02/2015

No.	**Merek**	**Top Brand**
1	Indomie	75,9%
2	Mie Sedap	15,9%
3	Supermi	2,7%
4	Sarimi	2,2%

Based on Table 1.1 above; Marketing Magazine measures by Top Brand Index using three parameters: First; Top of Mind Awareness is based on the brand first mentioned by the respondent when the product category is mentioned. Second; Last Used; which is based on the brand that was last used or consumed by the respondent in a re-purchased cycle. Third; future, intention, that is based on the brand to be consumed in the future.

Based on data table 1.1 above it can be explained that Indomie gets the top Brand Index of 75.9%. The data indicate that the majority of consumers still regard Indomie as their preferred product whether it has been consumed or will be consumed in the future.

Brand Awareness

According Durianto (2004: 54) defines brand awareness is the ability of a potential buyer to recognize, recall a brand as part of a particular product category. According to David Aaker: Durianto (2004: 4) said that to measure brand equity must be seen through five dimensions: 1) Brand Awareness: the ability of prospective buyers to recognize, recall a brand as part of a particular product category. People tend to buy famous brands because they feel safe with something known. 2) Perceived Quality; a brand will be linked by a quality perception without needing to base detailed knowledge of the specifications. The perception of quality may be something different for each type of industry. 3) Brand Association: Reflects the image of a brand to a particular impression in relation to customs, lifestyle, benefits, product attributes, geography, price, competitors, celebrities, and others. 4) Brand

Loyalty; reflects the level of commitment engagement with a product brand. For a company, it is expensive to get new customers. On the contrary, it is relatively inexpensive to nurture existing customers, especially if those consumers are satisfied and even love the brand. 4) Other brand assets such as Patents, seals, other channels of connection.

Further explained the level of brand awareness as follows: 1) Top Of Mind: is a brand mentioned first by consumers or who first appeared in the minds of consumers. In other words, the brand is the main of the various brands that exist in the minds of consumers. Top of mind is a single response question meaning one respondent only gives one answer to the question. 2) Brand Recall: a recall of the brand without assistance or brand reminders reflect what brands the respondent remembers after mentioning the brand first mentioned and usually the brand recall is a multi-response question. 3) Brand recognition; is a measure of brand awareness of respondents in which their consciousness is measured by assistance. The question posed by mentioning the characteristics of the brand product tersebut.Pertanyaan asked to know how many respondents who need to be reminded of the existence of the brand. Measuring the introduction of brand awareness in addition to asking questions can be done by showing a photo that illustrates the characteristics of the brand tersebut.Brand recognition is a minimal level of brand awareness in which the introduction of a brand appears again after the reminded again with help. 4). Unaware of Brand; is the lowest level in the measurement of brand awareness. For the

measurement of brand unaware observation is done to the question of the introduction of brand awareness before viewing premises responded the answer did not recognize at all or who answered did not know when shown the photo of the product.

Indicators Brand Awareness is an indicator of the three behavioral components model that consists of 1) cognitive component: that is visible from the attitude that describes the knowledge and perception of an object of the attitude. 2) effective components; a behavior that describes one's feelings and emotions toward a product or brand, and 3) a conative component; it describes the attitude that the tendency of a person to perform certain actions related to the object attitude (product or brand particular) which ultimately leads to buying behavior.

Method

This research uses Survey research with explanative type. Survey research by Singarimbun and Sofyan (2008: 3) is a study that takes samples from a population and uses questionnaires as a means of collecting data by testing the hypothesis. According to Bungin (200; 46), Eksplanatif is explaining a generalization of the sample on the population or explain the relationship, the difference or the influence of one variable with the variable. The population of this study is students of SMA / SMK / MA Muhammadiyak in South Jakarta, amounting to 2,231 people. This population takes 17-year-olds who are studying in SMA / SMK / MA Muhammadiyah Se-Jakarta Selatan. The following are presented in Table 1.2 as follows;

Table 1.2 Population Research Based on Students of SMK / SMA / MA Muhammadiyah All of South Jakarta

School Name	No. of students
SMA Muhammadiyah 18 Kebayoran lama	398
SMK Muhammadiyah 9 Kebayoran Lama	523
SMA Muhammadiyah 3 Kebayoran Baru	415
SMA Muhammadiyah 5 Tebet Raya	429
SMK Muhammadiyah 7 Tebet Raya	411
MA Muhammadiyah Tebet Raya	55
Total	1.231

Based on Table 1.2 above it can be calculated sample research using sample calculation with Taro Yamane formula with a precision or error rate of 10% is presented in the calculation as follows:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Information:
n = Number of Samples
N = Total Population
d^2 = Precision set (10%)

The calculation result with the formula Taro Yamane gets the sample amount from the calculation of 96 people. And to represent the population of the 6 schools of Muhammadiyah in South Jakarta than in Calculate based on Stratum then the representative of the sample shown in Table 1.3 below:

Table 1.3 Research Samples based on Muhammadiyah representatives throughout South Jakarta

School Name	Number of Students
SMA Muhammadiyah 18 Kebayoran Lama	17
SMK Muhammadiyah 9 Kebayoran Lama	23
SMA Muhammadiyah 3 Kebayoran Baru	18
SMA Muhammadiyah 5 Tebet Raya	18
SMK Muhammadiyah 7 Tebet Raya	18
MA Muhammadiyah Tebet Raya	2
Total	96

Results & Discussion
Research result
Ad Messages Attraction (X.1)

Variables Ad Messages Attraction (X2) include the dimensions are: 1) Meaning, 2) Believed, 3) Different attraction. The variables are measured by Likert scale (strongly disagree, disagree, Neutral, Agree, and Strongly Agree.The results are presented in the following Tables 1.4, 1.5, and 1.6:

Table 1.4 Frequency of Message Attraction Based on Meaningful Dimensions

No.	School Name	Frequency Message attractiveness by Meaningful Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	1	1	12	3	17	373=77,7%
2.	SMK Muhammadiyah 9	0	2	6	14	1	23	
3.	SMA Muhammadiyah 3	0	2	1	9	6	18	
4.	SMA Muhammadiyah 5	0	0	2	8	8	18	
1.	SMK Muhammdiyah 7	0	3	3	11	1	18	
2.	Madrasah Aliyah(MA) Muhammadiyah	0	0	1	1	0	2	
3.	Total	0	8	14	55	19	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA.

Based on Table 1.4 above, it can be explained the results of calculations by Likert scale shows a score of 373, indicating the value of Likert at the number 0.777, if in presentasekan it shows the value of 77.7% which means that the attractiveness of messages based on dimensions Meaningful translated by high school students / SMK / MA Muhammadiyah South Jakarta indicates that they agree that the advertisement in Indomie presented has the attractiveness of advertising message dimension Meaningful.

Table 1.5 Frequency of Message Attraction Based on Believable Dimensions

No.	School Name	Frequency Message attractiveness based on Believable Dimensions					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	0	2	10	5	17	378=78,,8%
2.	SMK Muhammadiyah 9	0	3	3	14	3	23	
3.	SMA Muhammadiyah 3	0	0	3	9	6	18	
4.	SMA Muhammadiyah 5	0	2	6	5	5	18	
4.	SMK Muhammdiyah 7	0	0	4	11	3	18	
5.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	2	0	2	
6.	Total	0	5	18	51	22	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.5 above, it can be explained the calculation results with Likert scale shows a score of 378, shows the value of lokert at the number of 0.78, 8, if presented then show the value of 78.8% which means that the Pulling Message based on Believable Dimensions translated by students of SMA / SMK / MA Muhammadiyah South Jakarta.

Table 1.6 Frequency of Message Frequency Based on Distinctive Dimension

No.	School Name	Frequency of Message Frequency Based on Distinctive Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	4	3	8	2	17	363=72,6%
2.	SMK Muhammadiyah 9	0	5	2	6	10	23	
3.	SMA Muhammadiyah 3	0	2	1	8	7	18	
4.	SMA Muhammadiyah 5	0	1	3	8	6	18	
7.	SMK Muhammdiyah 7	0	6	5	1	6	18	
8.	Madrasah Aliyah(MA) Muhammadiyah	0	1	0	1	0	2	
9.	Total	0	19	14	32	31	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.6 above, it can be explained the calculation results with Likert scale shows the score of 363, shows the value of lokert at the number 0.726, if presented then show the value of 72.6% which means that the Pulling Message based on Distinctive Dimension which is translated by high school students / vocational / MA Muhammadiyah South Jakarta shows that they agree that the advertisement in Indomie presented has the attraction of advertising message dimension Distinctive.

The Credibility Of Celebrity Endorser (X2

Variables The credibility of celebrity endorser (X2) includes dimensions: 1) Expertise, 2) Trustworthiness, 3) Attractive. The variables are measured by Likert scale (strongly disagree, disagree, Neutral, Agree, and Strongly Agree.The results are presented in the following Tables 1.7, 1.8, and 1.9:

Table 1.7 Frequency of Celebrity Credibility Based on Expertise Dimension

No.	School Name	Frequency of Message Frequency Based on Expertise Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	1	1	11	4	17	362=72,4%
2.	SMK Muhammadiyah 9	0	6	9	4	4	23	
3.	SMA Muhammadiyah 3	0	2	1	9	6	18	
4.	SMA Muhammadiyah 5	0	1	3	13	1	18	
10.	SMK Muhammdiyah 7	0	4	1	4	9	18	
11.	Madrasah Aliyah(MA) Muhammadiyah	1	0	0	1	0	2	
12.	Total	0	1	1	11	4	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.7 above, it can be explained the calculation results with Likert scale shows the score of 362, shows the value of lokert at the number of 0.724, if presented then show the value of 72.4% which means that the credibility of celebrity endorser based on Expertise Dimension translated by high school students / MA Muhammadiyah South Jakarta shows that they agree that the advertisement in Indomie presented has the credibility of celebrity endorser in dimension of expertise.

Table 1.8 Frequency of Celebrity Credibility Based on Trustworthiness Dimension

No.	School Name	Frequency of Message Frequency Based on Trustworthiness Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	2	3	11	1	17	340=68%
2.	SMK Muhammadiyah 9	1	5	8	8	1	23	
3.	SMA Muhammadiyah 3	0	2	2	12	2	18	
4.	SMA Muhammadiyah 5	0	2	6	8	2	18	
13.	SMK Muhammdiyah 7	0	4	5	9	0	18	
14.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	1	1	2	
15.	Total	1	15	24	49	7	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.8 above, it can be explained the results of calculations by Likert scale shows a score of 340, shows the value of lokert at 0.68, if presented then show the value of 68% which means that the credibility of celebrity endorser based on Trustworthiness dimension which is translated by high school students / MA Muhammadiyah South Jakarta shows that they are Neutral that the advertisements in Indomie presented they are considered normal / they are behaving neutrally to see the credibility of celebrity endorser dimensionally Trustworthiness.

Tabel 1.9 Frequency of Celebrity Credibility Based on Attractive Dimension

No.	School Name	Frequency of Message Frequency Based on Attractive Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	0	1	7	9	17	
2.	SMK Muhammadiyah 9	1	6	3	13	0	23	
3.	SMA Muhammadiyah 3	0	1	5	5	7	18	360=72%
4.	SMA Muhammadiyah 5	0	2	3	10	3	18	
16.	SMK Muhammdiyah 7	0	4	2	12	0	18	
17.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	2	0	2	
18.	Total	1	13	14	49	19	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.9 above, it can be explained the results of calculations by Likert scale shows a score of 360, shows the value of lokert at 0.72, if presented then show the value of 72% which means that the credibility of celebrity endorser based on Attractive Dimension translated by high school students / MA Muhammadiyah South Jakarta shows that they agree that the advertisement of Indomie presented them as the credibility of celebrity endorser interesting in attractive dimension.

Brand Awareness (Y)

Variables Brand awareness (Y) include the dimensions that are; 1) Cognitive, 2) Affective, 3) Konatif. The variables are measured by Likert scale (strongly disagree, disagree, Neutral, Agree, and Strongly Agree.The results are presented in the following Tables 1.10, 1.11, and 1.12:

Table 1.10 Frequency of Brand Awareness based on Cognitive Dimension

No.	School Name	Frequency of Message Frequency Based on Attractive Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	0	1	10	6	17	
2.	SMK Muhammadiyah 9	0	2	3	18	0	23	
3.	SMA Muhammadiyah 3	0	1	2	10	5	18	378=75,6%
4.	SMA Muhammadiyah 5	0	0	1	15	2	18	
19.	SMK Muhammdiyah 7	0	2	5	10	1	18	
20.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	1	1	2	
21.	Total	0	5	12	64	15	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.10 above, it can be explained the results of calculations by Likert scale shows a score of 378, indicating the likert value at the number 0.756, if presented then show the value of 75.6% which means that the Brand Awareness based on cognitive Dimensions translated by high school students / vocational / MA Muhammadiyah South Jakarta shows that they agree that they know Indomie products in knowledge of Brand Awareness based on cognitive dimension.

Table 1.11 Frequency of Brand Awareness based on Affective Dimension

No.	School Name	Frequency of Message Frequency Based on Attractive Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	0	1	7	9	17	
2.	SMK Muhammadiyah 9	0	2	2	10	9	23	
3.	SMA Muhammadiyah 3	0	0	2	9	7	18	378=75,6%
4.	SMA Muhammadiyah 5	0	0	0	14	4	18	
22.	SMK Muhammdiyah 7	1	3	4	7	3	18	
23.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	0	2	2	
24.	Total	0	5	9	47	33	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.11 above, it can be explained the results of calculations by Likert scale shows a score of 395, indicating the value of likert at 0.79, if presented then show the value of 79% which means that the Brand Awareness based on the Affective Dimension is translated by high school students / vocational / MA Muhammadiyah South Jakarta shows that they agree that they love Indomie products and have tried several product variances from Indomie.

Table 1.12 Frequency of Brand Awareness Based on Relative Dimension

No.	School Name	Frequency of Message Frequency Based on Relative Dimension					Total	Total likert skor
		SD	D	N	A	SA		
1.	SMA Muhammadiyah 18	0	0	0	13	4	17	
2.	SMK Muhammadiyah 9	0	0	2	17	4	23	
3.	SMA Muhammadiyah 3	0	0	0	9	9	18	400=80%
4.	SMA Muhammadiyah 5	0	0	1	12	5	18	
25.	SMK Muhammdiyah 7	1	1	2	11	3	18	
26.	Madrasah Aliyah(MA) Muhammadiyah	0	0	0	0	2	2	
27.	Total	1	1	5	62	27	96	

Strongly Disagree=SD, Disagree=D, Neutral=N, Agree=A, and Strongly Agree=SA

Based on Table 1.11 above, it can be explained the results of calculations by Likert scale shows a score of 400, indicating the value of likert at 0.80, if presented then show the value of 80% which means that the Brand Awareness based on the Conative Dimension translated by high school students / vocational / MA Muhammadiyah South Jakarta shows that they strongly agree that they use Indomie products regularly on Brand Awareness based on conative dimension.

The Effect of Ad Messages' Attraction on Brand Awareness

The result of calculation of Test of T to see influence The attractiveness of advertising message to Brand Awareness show result of t-count equal to 8,101 with a value of significance 0,024. The t-table value shows the number 1.989. When compared to indicate the significance to take

a decision whether there is a variable influence The attractiveness of advertising messages on Brand Awareness t-hit ≥ t-table ... 8.101 ≥ 1.989. Then it can be interpreted there is the influence of attraction of ad message to Brand Awareness. Viewed from the results of the study can be explained that respondents gave their answers manga gap that advertising messages presented valued clear, easy to understand, trustworthy and information submitted is considered true.

Effect of Celebrity Endorser's Credibility on Brand Awareness

The result of T-test calculation to see the effect of celebrity endorser's credibility on brand awareness shows the result of t-count equal to 4,962 with significance value 0,014. The t-table value shows the number 1.989. When compared to indicate the significance to take a decision whether there is the influence of credibility of celebrity endorser to Brand awareness; t-hit ≥t-table .... 4,962 ≥ 1,989, then it can be interpreted there is influence credibility celebrity endorser to Brand Awareness. The results showed that respondents considered that the celebrity endorser in view has managed to captivate them and they consider that celebrity gives an example of how to eat indomie.

The Influence of Attraction Awareness of Ad Books and Celebrity Endorser Credibility simultaneously to Brand Awareness

F test results to see the simultaneous hypothesis test between the variable attractiveness of advertising message and credibility of celebrity endorser to Brand Awareness show that f-count with value 124.452 when compared with f-table 3.09. With the value of R Square shows the value of 0.728, if dipersentasekan shows the number 72.8%. It can be said that there is a simultaneous influence on the attractiveness of advertising messages and the credibility of celebrity endorser to Brand Awareness.

Discussion

Ads must have the power of Attract an advertising message. If the message delivered via television does not have Pull power, then the ad will not make the audience pay attention to the delivered product. And in the estimate will not reach the level of customer warrant brand.

Many companies are aware of this. PT Indofoot Sukses Makmur is aware of this, so choose the artist or celebrity to be appointed as an advertiser. And become an idol. Indomie products have the power of Pull the message by using celebrity endorser that the audience liked.

The "morning spirit" indomie goreng ads has some aspects that make the audience so fond of: the meaning of ad messages that are easily understood by the audience, the advertisements that are delivered provide true and reliable information, and the advertising message is able to make the learner of the noodle agree that the advertisement gives spirit to them.

Conclusion

The study concluded as follows;

1. There is the influence of the attractiveness of advertising messages to Brand Awareness. The result of t count is 8,101 with significance value 0,024. The t-table value shows the number 1.989. Then t-arithmetic ≥ t-table ... 8.101 ≥ 1.989.

2. There is the influence of credibility of celebrity endorser to Brand Awareness. t-count results of 4.962 with a significance value of 0.014. The t-table value shows the number 1.989. then it can be interpreted there is the influence of credibility of celebrity endorser to Brand Awareness

3. F test results for simultaneous hypothesis testing between the variable of advertising message attraction and endorser celebrity credibility to Brand Awareness show that f-count with value 124,452 when compared to f-table 3.09.

there is a simultaneous influence on the attractiveness of advertising messages and the credibility of celebrity endorsers against Brand Awareness

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