

ABSTRACT

This research aims to determine Aqua's television commercial supports the movement version 1 for 10 which consist of product/message thoughts, source oriented thought, and ad execution thoughts which have partial effect or simultaneous effect to public attitudes in Bandung. The method used is quantitative with multiple linear regression analysis. The based theory in this research is cognitive response theory. The population in this research is public in Bandung with a total sample of 100 respondents. The sampling technique is non-probability sampling and the method is incidental sampling. This research uses multiple linear regression analysis and hypothesis testing (t statistical test, F statistical test, and the coefficient of determination) by using SPSS for Windows 22.

The results of this research are the partial effect of each dimension on Aqua's television commercial supports the movement version 1 for 10 variable effect to public attitudes in Bandung are the product/message thoughts has 19,4% effect source oriented thoughts has 15,9% effect, and ad execution thoughts has 22,1% effect. And then simultaneous effect obtained by the determination coefficient namely 0,573. So that, Aqua's television commercial supports the movement version 1 for 10 effect 57,3% to attitudes of public in Bandung, while the remaining 42,7% are influenced by other things outside of the research.

The conclusion of this research is Aqua's television commercial supports the movement version 1 for 10 variable effect to public attitudes in Bandung is good because at the high category, and the whole dimension of Aqua's television commercial has positive and significant effect to public attitudes in Bandung.

keyword: advertising of Aqua, public attitudes, cognitive response theory