

ABSTRACT

The jingle approach was first used by the Ministry of Tourism in 2015 for promoting Indonesian tourism after previously only using sound effects in each advertisement that aired. This research would like to see the influence of Pesona Indonesia's advertising jingle on television towards the affective response of audience. This research is a quantitative research method, positivistic paradigm, and descriptive data analysis using simple linier regression analysis technique to 100 respondents using incidental sampling method conducted to Bandung City aged 16-25 years old. The results are there is correlation between Pesona Indonesia's advertising jingle and affective response, there is an influence between advertising jingle variables to affective response, and Pesona Indonesia's advertising jingle give 57,9% influence towards affective response.

Keywords: *advertising, jingle, affective response*