

ABSTRACT

**MARGARETHA CHANDRA "WALL ADVERTISING EFFECTIVENESS
ANALYSIS OF THE STUDENT'S Buavita STIE Musi REVISED RATING
OF DIRECT METHOD (DRM) (under the guidance of Drs. Andreas
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Advertising is a message that offers a product aimed at people through a medium. Wall's Buavita is a subsidiary of Wall's (ice cream manufacturers) collaborate with Buavita (fruit juice producers) are trying to create advertising to introduce its products while offering a fairly new still. In this study, to measure advertising effectiveness Buavita Wall's, the used method of Direct Rating Method (DRM) or the method of direct ranking. Objective measurements using this method is to measure the level of attention, understanding, cognitive, affective, and public attitudes toward the ad Wall's Buavita. The higher the rank obtained, then the ad is more effective. This type of research is a field survey. The population in this study is the people, especially students from STIE Musi ever witnessed Buavita Wall's ad with a sample of 100 people. The sampling technique used is Purposive Sampling with the criteria respondents who are in the city of Palembang and the Musi STIE especially students had seen advertisements Wall's Buavita. Data collection techniques used are questionnaires that are closed and distributed to the respondents. In addition, to evaluate the effectiveness of advertising using the Direct Rating Method (DRM) used a simple tabulation analysis and calculation of weighted average scores. After that, the range of the rating scale used to determine the position of the responses by using the score of each variable. Weight alternative answers that are formed from a rating scale technique consists of a range between 1 to 5, which portray a very negative position to a positive position. The value obtained is then converted to tables Direct Rating. The results show that advertising Buavita Wall's fall into the category of good advertising. That is, the Wall's Buavita classified ads effectively and managed to make people interested in using Wall's product Buavita.

Keywords: Effectiveness of Advertising, Direct Rating Method (DRM)