

## **ABSTRAK**

PT. Aqua Danone melakukan promosi yang diharapkan mampu mendongkrak nilai penjualan perusahaan. Penelitian ini bertujuan untuk meneliti media iklan mana yang paling efektif dari dua variable yaitu iklan televisi dan media surat kabar.

Sample penelitian ini menggunakan teknik non-probability sampling atau accidental sampling dengan 30 orang responden. Hasil penelitian terhadap 30 responden di Kemanggisan RW 003 Palmerah Jakarta Barat diperoleh hasil bahwa media iklan televisi dan iklan surat kabar secara simultan berpengaruh signifikan terhadap keputusan konsumen dalam membeli air minum dalam kemasan merek Aqua yang dinyatakan oleh nilai koefisien determinasi ( $R^2$ ) sebesar 0,817 atau 81,7 %. Sedangkan sisanya sebesar 18,3% dipengaruhi oleh faktor lain.

***Kata kunci:***

*Air Minum dalam Kemasan, Keputusan Membeli, Iklan Televisi, Iklan Surat Kabar*

## ABSTRACT

PT. Danone Aqua promotion is expected to boost the company's sales value. This study aimed to examine which advertising media are most effective between two variables, they are television commercials and newspaper media.

Sample research using non-probability sampling or accidental sampling with 30 respondents. The study uses 30 respondents in the residence of Kemanggisan RW 003 West Jakarta Palmerah. Obtained results that television advertising media and newspaper ads simultaneously significantly influence the consumer's decision to purchase Aqua drinking water expressed by the coefficient of determination ( $R^2$ ) of 0.817 or 81,7%. While the remaining 18.3% is influenced by other factors.

Calculation of analysis in this study using data analysis software SPSS version 17.00.

***Keywords:***

*Packaged Drinking Water, Buying Decisions, Television Advertising, Newspaper Advertising*