

ABSTRACT

Trading competition in the television industry is progressively tightened, marked with a lot of television station on air. There are 10 private sector national television companies compete to reach the advertisement market, and they are using some ways to be market leader, among is to make an interesting program, giving the good price, and strengthen transmitter signal to the entire region in Indonesia.

Advertisement is the main source of Television income, so that the company needs an effective and correct strategy to reach the maximum of sale. The Writer interested to do a research concerning advertisement sales in Global TV. There are two research variables, they are rating program and advertising price. Both of them are research by its relation with sale of advertisement, writer wish to know how big influence both of variable to sales itself and also concurrently. Writer also wish to know such influence sale of advertisement at prime time (18.00 to 22.00) and non prime time to give support information much better of selling maximum advertisement at Global TV.

After research having taken steps, both variables are influence of advertisement sales to severally and also concurrently. By it's concurrently, both of variable are influencing equal as 62.3%, its meaning of strength. Rating in the reality more influencing sales advertisement better than pricing in prime time and also non prime time, it can represent meaningful to Global TV. Global TV should conduct by improving the whole of programs, so that can take attention audience and reaching for high rating.

U N I V E R S I T A S
M E R C U B U A N A