**ABSTRACT**

**This research entitled FISIP Unpas Student Preception About Ads Galaxy A Product Smartphone In Television.**

**The purpose of this research is to see how well Student Preception The purpose of this study is to see how well Student Perceptions About Ads Samsung Galaxy A Smartphone Products On Television, and how the application of these ads whether students interested in the product or not.**

**This research uses qualitative approach descriptive method. Data obtained through interviews and direct spaciousness to find fact data that occurred in the field, and through literature study. 10 informants from various departments in FISIP Unpas.**

**Based on the research results of FISIP Unpas Student Perception About Samsung Galaxy A Ad In Television then it is obtained that the results look interesting by the students but the ad is still in view less interesting by some students in because the ads show more young children, to introduce it is still a little less .**

**Things that researchers want to recommend as input material for Samsung is further enhanced information about product specifications, when the specifications of Samsung Galaxy A in socialized by the Samsung, when consumers and students already know Specifications of products "Samsung" consumers and students will not have a view Again that the ad is less interesting.**