ABSTRACT

Screamous Distro is a company engaged in fashion since May 29, 2004. The products are t-shirt, denim, sweater, jacket, hat, belt, and shoes. Based on initial research there is a problem that consumers no longer make Screamous as the main option, it caused by Brand Awareness for consumers start to fade away because the Advertising is done less effectively.

The research method used is descriptive analysis. The techniques of collecting data used are field studies and literature studies which include non-participant observation, structured interviews and questionnaire. And the data analysis is using linear regression analysis techniques, score analysis, rank spearman, validity test, coefficient of determination and hypothesis testing.

The results of the statistical tests from this study have a positive influence on Advertising towards the formation of Brand Awareness in the Bandung Screamous distribution, which is shown by the reagentation equation $Y=2.127 + 0.971 \, X$, it means that if Advertising activities are carried out optimally, Brand Awareness for consumers will be formed. The correlation coefficient obtained is 0.583 and the coefficient of determination is 74.48%. Thus Advertising influences the formation of Brand Awareness while being influenced by other factors outside of the research

Keywords: Advertising, Brand Awareness