Abstrak

The growth of Internet technology is empowering people as never before. The Internet has contributed to the convergence of computing, telecommunications and visual media, and the rapid rise of electronic commerce and electronic business and it has also affect companies’ advertising plan. There are many companies is going to establish an electronic presence on the internet, one of them is PT. GPPJ.

The objectives of this research is to know how big is the impact of customer’s awareness on the effectiveness of advertising communication-effect. It hopes that this research will give input to the company’s management to plan, decide, and develop company’s policy especially about the effective advertising strategy for now and future benefit. The research method being used is a survey research using questionnaires as instrument. The questionnaires is distributed among people who ever see or hear Kacang Garuda advertisement and/or visit to the website of Kacang Garuda. Customer’s awareness as independent variable is evaluated from three factors, that is the reach, frequency, and impact. The effectiveness of advertising communication-effect as dependent variable is evaluated from five factors, that is the attention, read-through, cognitive, affective, and behavior.

The result of the research shows that there is a positive and moderately strong linear relationship between customers’ awareness and the effectiveness of advertising communication-effect using the Pearson Correlation at the 0.01 level of significant for two tailed test and there is an impact of customers’ awareness on the effectiveness of advertising communication-effect for 78.20%.

Key words : customers’ awareness, the effectiveness of on-line advertising communication-effect.