

**PENGARUH PESAN IKLAN PADA MEDIA CETAK DAN  
ENDORSER SELEBRITI TERHADAP CITRA MEREK PRODUK  
OPERATOR TELEPON SELULER GSM PRABAYAR DI JAKARTA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh pesan iklan di media cetak dan *endorser* selebriti terhadap citra merek produk operator telepon seluler GSM prabayar di Jakarta. Penelitian ini menggunakan data primer yang berasal dari 200 responden yang merupakan pelanggan operator telepon seluler GSM dan ingat terhadap iklan operator seluler yang digunakan di media cetak selama periode bulan September 2011 sampai bulan Februari 2012. Data dikumpulkan melalui penyebaran kuesioner dengan menggunakan teknik *purposive sampling*. Hasil penelitian dengan analisis regresi linear sederhana dan berganda menunjukkan bahwa pesan iklan dan *endorser* selebriti memiliki pengaruh positif dan signifikan terhadap citra merek produk operator telepon seluler GSM jika diuji secara simultan. Tetapi apabila diuji secara parsial pesan iklan berpengaruh secara positif dan signifikan sedangkan *endorser* selebriti tidak berpengaruh secara signifikan terhadap citra merek produk operator seluler GSM pada media cetak.

Kata kunci: pesan iklan, *endorser* selebriti, citra merek, operator seluler GSM.

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**THE EFFECT EFFECT OF ADVERTISING MESSAGES IN PRINT  
MEDIAS AND CELEBRITY ENDORSER TOWARD PRODUCT'S  
BRAND IMAGE OF PREPAID GSM CELLULAR OPERATOR IN  
JAKARTA**

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**ABSTRACT**

This research was conducted to examine the effects of printed advertising messages on print media and celebrity endorser on brand image of GSM prepaid celluler operator in Jakarta. Primary data used in this research is a result from responses of 200 repondents who are the customers of GSM prepaid celluler operator and are able to recall the advertisments released by the celluler operators in between September 2011 until February 2012. Data were collected through questionnaires, using purposive sampling technique. Simple and multiple linear regression analysis used in the research shows that advertising messages and celebrity endorser have positive and significant effect on brand image of GSM prepaid celluler operator when both variables were examined simultaneously. However when the variables were partially examined, printed advertising messages has positive and significant effect meanwhile celebrity endorser does not have significant effect towards brand image of GSM prepaid celluler operator on printed advertising media.

*Key words: advertising message, celebrity endorser, brand image, GSM celular operator.*

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