

Abstract

Pepsodent is one of Indonesian famous toothpaste brand. Pepsodent doesn't just focus on selling the product, but also provide dental and oral health services to the community. Some of Pepsodent ads, invites the community to pay attention to the dental health by creating ads that educate the public. One of the ad that invites the audience to change the habit of brushing teeth is "monster gigi" edition. It invites the audience to brush their teeth twice a day, in the morning and in the night before bed. The importance of brushing teeth before bed becomes a theme in the ad, since the public awareness of brushing teeth before bed is still low. This research measure how much the "monster gigi" edition affect people to change their habit by brushing teeth twice a day. The quantitative research use survey method to achieve the purpose of the research whivh aiming 88 respondents from students SD Negeri 1 Pluneng. Data analysis technique use product moment correlation and simple linear regression. This research shows that there is connection between "monster gigi" advertising exposure with behavior change in moderate category with a value of 0,406. While hypothesis testing shows that there is positive and significanat impact from Pepsodent advertising exposure on television to change the behavior by brushing teeth twice a day. This research support cultivation theory on students of SD Negeri 1 Pluneng, stating that Pepsodent "monster gigi" edition affect the changing behavior of the students by 16,5% while 83,5% by another factor.

Keyword :Pepsodent, Advertising Exposure, Behavior Change