**ABSTRAK**

Blueberry merupakan salah satu ponsel merek lokal asal China yang terus melakukan penetrasi pasar di Indonesia. Di produksi oleh PT Comittment Service Loyalty (CSL) yang merupakan ponsel lokal asal China yang di pasarkan di Indonesia dengan mengikuti tren *smartphone qwerty* yang mirip dengan ponsel keluaran Research In Motion (RIM) yaitu BlackBerry (BB) dengan harga jual di bawah 1 juta. Produk ponsel Blueberry benar-benar mirip BlackBerry, baik tampilan fisik maupun fitur. Dengan menggunakan Agnes Monica sebagai *Celebrity Endorser*, Blueberry terus melakukan penetrasi di tengah tengah persaingan ketat ponsel lokal asal China yang di pasarkan di Indonesia. Dilihat dari *packaging* dalam beriklan,maka salah satu konsumen potensial Blueberry adalah para *fans* Agnes Monica. Tujuan penelitian ini adalah untuk mendeskripsikan dan menganalisis pengaruh yang positif dan signifikan antara terpaan iklan televisi ponsel Blueberry dan *brand image* ponsel Blueberry terhadap minat beli ponsel Blueberry pada *fansclub* Agnes Monica (*NEZindaCLUB*). Jenis penelitian yang digunakan adalah kuantitatif. Metode yang digunakan yaitu metode survai yang mengambil sampel sebanyak 90 Responden. Teknik analisis data yang dipakai adalah analisis Korelasi *Product Moment*,korelasi ganda, Regresi Linear dan Regresi Ganda dengan program SPSS V.15.0 *for* *windows.* Hasil penelitian yang dilakukan, dapat diketahui bahwa terdapat pengaruh yang positif dan signifikan antara terpaan iklan televisi ponsel Blueberry dengan *endorser* Agnes Monica dan *brand image* ponsel Blueberry terhadap minat beli ponsel Blueberry. Hasil pengujian hipotesis dengan menggunakan analisis regresi linier dan analisis regresi berganda menunjukkan adanya pengaruh positif dan signifikan antara terpaan iklan televisi ponsel Blueberry dengan *endorser* Agnes Monica dan brand image ponsel Blueberry terhadap minat beli ponsel Blueberry. Pengaruh yang didapat dari analisis regresi ganda diketahui terpaan iklan televisi ponsel Blueberry dengan *endorser* Agnes Monica ketika melewati *brand image* ponsel Blueberry (R²) sebesar 0,793. Hal ini diduga karena iklan Blueberry menggunakan Agnes Monica sebagai *endorser*,dan brand image yang membuat perhatian pada iklan Blueberry semakin tinggi, Hasil analisis menunjukkan penelitian ini mendukung teori S-O-R pada *fansclub* Agnes Monica (*NEZindaCLUB*).

Kata Kunci : Terpaan Iklan, *Celebrity Endorser, Brand Image*, dan Minat Beli

**ABSTRACT**

Blueberry is a local brand mobile phones from China that continues make market penetration in Indonesia. Produced by PT Comittment Service Loyalty (CSL) which is the local phone from China who marketed in Indonesia by following trends similar to the smartphone qwerty produced Research In Motion (RIM) is the BlackBerry (BB)with the selling price less than 1 millionn. Blueberry mobile phone products really looks like the BlackBerry, both physical appearance and features. Using Agnes Monica as Celebrity endorser, Blueberry continue to penetrate in the middle of fierce competition from China who local phone marketed in Indonesia. Viewed from the packaging in advertising, then one of the potential consumers Blueberry is Agnes Monica fans. The purpose of this study was to describe and analyze the influence of a positive and significant correlation between exposure mobile television advertising and brand image Blueberry to Blueberry phone buying interest fanclub Agnes Monica (NEZindaCLUB). type of this study is quantitative. The method used is survey method that takes a sample of 90 Respondents. Data analysis technique used is the Product Moment Correlation analysis, correlation dual, Linear Regression and Multiple Regression with SPSS V.15.0 for windows. Results of research conducted, it is known that there are influences positive and significant association between exposure to television advertising Blueberry phone with Agnes endorser and the brand image of interest in buying mobile phones Blueberry Blueberry. The results of hypothesis testing with using linear regression analysis and multiple regression analysis showed existence of a positive and significant effect between exposure to television advertising Blueberry phone with Agnes endorser and the brand image of interest in buying Blueberry mobile phones. The effect earned from regression the analysis are known exposure to television advertising dual Blueberry phone with Agnes endorser when passes brand image is (R²) 0.793. This is apparently because the ad uses Blueberry Agnes Monica as the endorser, and brand image that keeps the attention of advertising Blueberry are higher,the analysis showed the study supports the theory of SOR on fanclub Agnes Monica (NEZindaCLUB).

Keywords: Advertising exposure, Celebrity Endorser, Brand Image and buying interest.