

## ABSTRACT

Isotonic drinking water becomes one of the most sellable beverages in the shop and market today. The various isotonic beverage brands, coming from local to international brands are available in the market. Mizone, as one of local isotonic drinking water producer tries to attract consumer's buying interest using creative way. Mizone makes an event which is held in many big cities in Indonesia called Mizone City Project. The teenagers and active adults are their main target. This event will bring the concept of flash mob and mass dance. Another Mizone's strategy to gain consumer's buying interest by selling their product with affordable price than the similar competitor and create products with variety flavors. Formulation of problem in this research that is there any correlation between Mizone's advertising exposure on consumer buying interest. The purpose of this research is to describe and analyze the Mizone's advertising exposure in television on consumer's buying interest. This type of research is a quantitative research with survey method by taking sample from 77 respondents. This research used S-O-R theory and cultivation theory. The analysis data technique used in this research is product moment correlation analysis, simple linear regression analysis and "T" test analysis (independent sample T-test) using SPSS v.15 program. Based on the research, it is known that there is a very strong relationship between Mizone's advertising exposure and consumer's buying interest. Based on the result of simple linear regression test, the research shows that 68,9 % of consumer's buying interest to Mizone's product can be explained by Mizone advertisement in television. The results of hypothesis test shows that there is a significant effect between Mizone's advertising exposure in television variable to consumer's buying interest in 2009 student of Communication Studies, FISIP UPN "Veteran" Yogyakarta variable. The analysis also shows that the S-O-R theory and cultivation theory has been tested and these theories are relevant used in testing the effect of advertising on consumer's buying interest.

Keywords : advertising exposure, buying interest, Mizone, consumer