

The Product Packaging Design And Advertisement Attraction On Brand Awareness And Its Impact On Repurchasing Teh Botol Sosro Among Young Children At Tangerang City

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ABSTRACT

Purpose: The purpose of this research was to determine the effect of product packaging design and attractiveness of advertisements on brand awareness on consumers both partially and simultaneously as well as the impact of brand awareness on consumers' interest in re-purchasing Teh Botol Sosro among young people in Tangerang City..

Design/methodology/approach: This is a sampling technique is a sample area. Instrument testing is done by testing the validity and reliability, data analysis techniques using classical assumption test, multiple regression analysis, and hypothesis testing at $\alpha = 0.05$.

Findings: The results of the research show that: (1) product packaging design influences brand awareness with sig 0,000 (2) ad attractiveness has a positive and significant effect on brand awareness with a sig value of 0,000 (3) product packaging design has a positive and significant effect on repurchase intention consumers with a sig value of 0,000 (4). ad attractiveness does not have a positive and significant effect on consumers' repurchase intention with a value of 0.141 sig (5) product packaging design and ad attractiveness has a positive and significant effect on brand awareness with a sig value of 0.000 (6) product packaging design and ad attractiveness has a positive effect and significant to consumers' repurchase interest with a sig value of 0,000 (7) brand awareness has a positive and significant effect on consumers' repurchase interest with a sig value of 0,000

Research limitations/implications: The population in this research were all young people in the city of Tangerang, while the sample in this research was 100 (one hundred) Respondents who were in Tangerang District, Cibodas District and Ciledug District who had made a purchase of Teh Botol Sosro beverage.

Practical implications: Packaging design is one of the important factors in product sales. If the form and packaging material are standard, then the graphic elements on the packaging can be a determining factor of whether or not a package is attractive. A good packaging design is not only attractive when displayed on a sales shelf but also can convince consumers to buy. Not many of us know that Teh Botol Sosro packaging designs have packaging designs, especially graphic elements that vary in each market. This is

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interesting to study and analyze because not many tea beverage products have different graphics elements between products marketed in the local market and export..

Paper type: Research paper

Keyword: Product Packaging, Advertisement , Brand Awareness

I. INTRODUCTION

Currently, the trend of consuming soft drinks is starting to emerge among some people, especially among young people. This is because human needs will be more complex as a result of the increasing number of activities carried out by humans so that they tend to look for things that are considered practical and efficient. Likewise, their need for clean and hygienic drinking water that is ready to be consumed immediately, so that it does not need to be cooked in advance and of course this is more practical and efficient.

Packaging design is one of the important factors in product sales. If the form and packaging material are standard, then the graphic elements on the packaging can be a determining factor of whether or not a package is attractive. A good packaging design is not only attractive when displayed on a sales shelf but also can convince consumers to buy. Not many of us know that Teh Botol Sosro packaging designs have packaging designs, especially graphic elements that vary in each market. This is interesting to study and analyze because not many tea beverage products have different graphics elements between products marketed in the local market and export.

A product packaging must be made as attractive as possible so that it can attract the attention of potential customers. For that, we need a creative strategy that can convey messages about products, brands, product categories, types of consumers, and the benefits offered by the product. Packaging is also able to convey hidden messages. For example, color, shape, size, and texture can create a luxurious impression (unusual emboss, foil or paper). Transparent packaging, unusual structural shapes, or reusable packaging (bottles, glass tubes, or boxes) also provide a different message. Packaging is a symbol of the overall marketing effort; physical and visual evidence of the product to be sold. Therefore, it is very important to always remember that by only selling products, the packaging is very important in relation to brand awareness for consumers.

Modern marketing requires more than just developing a good product, offering it at attractive prices, and making it easy to get to the target customers. One of the most effective communication strategies is a promotion. Promotion is an element in the marketing mix that the company uses to market its needs. Promotion is viewed as a one-way information flow or persuasion that is made to direct a person or organization to act to create exchanges in marketing (Swastha, 2010). Media

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promotion that is often used to convey information about products is advertising media. Advertising is one of the media used by companies, can be classified according to its purpose, namely, to provide information, persuade and remind (Kotler, 2012). In order for advertising to successfully stimulate the actions of buyers, according to Djayakusumah (1982) in Pujiyanto (2003) at least must meet the AIDCDA criteria, namely: Attention: contains attraction, Interest: contains attention and interest, Desire: raises the desire to try or have, Conviction: create confidence towards products, Decision: produces satisfaction with the product, Action: leads to action to buy.

There are several tea beverage products whose brands have been so embedded in Indonesian society, including Teh Botol Sosro. Teh Botol Sosro is the first ready-to-drink Tea product in Indonesia and in the World which has been launched since 1969. Tehbotol Sosro only uses original and natural raw materials. The tea leaves are picked from their own plantations. Then processed into a fragrant tea which is green tea mixed with jasmine flowers and *Gambir* flowers. Thus, that it produces a unique taste, and its characteristics are always maintained and guaranteed quality. Running its business, PT. Sinar Sosro has a very noble philosophy that is, *Good Intention*. This good intention is outlined in 3K and RL, which has the following meanings: Caring for quality, Caring for security, Caring for product health and being environmentally friendly. This makes Teh Botol Sosro always remembered in the minds of consumers.

II. LITERATURE REVIEW

A. Product Packaging Design

According to Kotler (2012) packaging involves designing and producing containers or packaging for a product and functioning to store and protect the product. But now there are many factors that make packaging an important marketing tool. A good packaging design and will be used to the maximum extent possible in the market must consider and can display several factors, including the following. (1) Safety Factors, good packaging must protect the product against various possibilities that can cause damage to the goods. For example, because of weather, light, falling, heaps, etc. (2). Economic Factors In designing, it must be considered about the cost of the material used, so that it does not exceed the proportion of benefits. (3). Distribution Factor A packaging must have ease in terms of distribution, and must also have convenience when placed on a store shelf. (4). Communication Factor. The packaging also functions as a medium of communication, here means explaining and reflecting products, brand image, and also part of the production with consideration to be easily seen, understood, and remembered. And finally, the packaging is expected to function to sell products. (5) Ergonomic Factor, it is necessary to consider that the packaging is easy to carry and hold, open, and easy to take the product. (6). Aesthetic Factor. The aesthetic itself is related to visual attractiveness which has consideration of the elements of color, shape, brand, illustration, letters, layout and mascot. Which can then affect the emotional and psychological side of consumers in choosing the product they will choose. (7). Identity Factor. Packaging must be different from packaging from other products because

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packaging will be a reminder and identity of a product. (8). Promotion factor. Another important role of packaging is in the field of promotion, in this case, the packaging functions as a promotion that does not work. (7). Environmental Factors. In the current environmental conditions, it is very important to consider the ingredients of the packaging. The material must be environmentally friendly; therefore, it does not damage the environment.

B. The Advertisement Attraction

Advertising is the delivery of sales messages directed to the public through persuasive ways that aim to sell goods, services or ideas (Alma, 2016). The function of advertising in marketing is to strengthen consumers' needs and desires for a product to achieve satisfaction.

To approach consumers and for messages to be easily accepted, appeals must also be used. The attractiveness used in advertising messages must have three characteristics: (1). Attractiveness means (meaningful), which shows the benefits that make consumers prefer or are more interested in the product. (2). The attraction must be distinctive; it must state what makes the product better than competing products. (3). The ad message must be trustworthy. The third is indeed not easy because in general many consumers doubt the truth.

C. Brand Awareness

The introduction and remembrance of the brand to the community is very important for the company because this will determine the company's next step in determining the market strategy. Brand awareness means the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category (Aaker, 1996: 90) cited by Rangkuti (2009: 39). Brand awareness describes the ability of a prospective buyer to recognize, recall a brand as part of a particular product category. In general, consumers tend to buy products with brands that they already know on the basis of considerations of comfort, security, and others. However, a well-known brand avoids consumers from using risks with the assumption that a well-known brand is reliable (Durianto et al., 2011: 29).

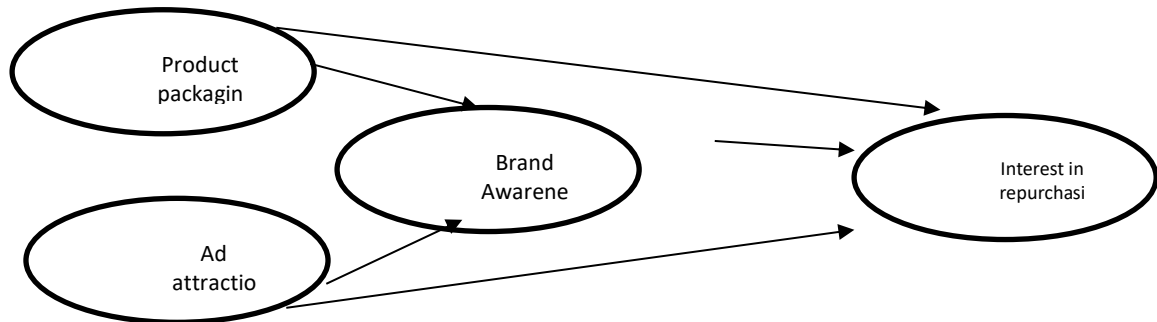
D. Repurchasing Interest

Repurchasing interest is the stage of the Respondent's tendency to act before the purchase decision is actually implemented. There was any a difference between actual purchases and interest in repurchase. If the actual purchase is a purchase that is actually done by the consumer, then the intention to repurchase is the intention to repurchase on the next opportunity (Kinnear & Taylor in Iwan Setiawan, 2016: 27-42). According to Ferdinand (2002: 25-26), repurchase interest can be identified through the following indicators: (1) Transactional interest: that is the tendency of someone to always buy back the product they have consumed. (2) Preferential interest: that is the tendency of someone to reference the product they have purchased, so that they are also purchased by others, by reference to their consumption experience. (3) Preferential interest: that is an interest that describes the behavior of someone who always has a primary preference for the product that has been consumed. This preference can only be replaced if something happens with its reference product. (4) Explorative interest: this interest illustrates the behavior of someone who is always looking for information about the product they are interested in and is looking for information to support the positive qualities of the product they are subscribing to.

III. METHODOLOGY

A. Theoretical Framework

Based on the literature review and previous research, a framework of thought can be arranged in this research as presented in the following figure:



B. Research Variables and Operational Definitions

The dependent variable (Y) is the variable that is the center of attention of the researcher, the dependent variable used is brand awareness and repurchasing interest.

Independent variables (X) are variables that affect the dependent variable, namely the product packaging design and the attractiveness of the advertisement

Table 1
Research Variables and Operational Definitions

Variable Research	Defines	Indicators
Interest in repurchasing consumers	Repurchasing interest is the stage of the Respondent's tendency to act before the purchase decision is actually implemented	<ol style="list-style-type: none"> 1. Frequency of searching for information 2. The desire to buy immediately 3. Preferential interest
Brand awareness	the ability of a prospective buyer to recognize or recall that a brand is part of a particular brand category	<ol style="list-style-type: none"> 1. not aware of the brand 2. brand recognition 3. recall of the brand 4. peak of mind
Product Packaging Design	creative business that associates shape, structure, material, color, image, photography, and design elements with product information so that products can be marketed	<ol style="list-style-type: none"> 1. Important, these differences bring high-value benefits to a large number of buyers. 2. Specificity, the difference is not done by others or done in a special way by the company. 3. Superior, the difference is superior to other ways to get the same benefits.

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		<ol style="list-style-type: none"> 4. Can be communicated, the difference can be communicated and can be seen by the buyer. 5. Pre-emptive, these differences cannot be easily replicated by rival companies. 6. Affordable, buyers are able to pay for the difference. 7. Beneficial, the company will benefit if it introduces the difference
Attraction advertisement	the company's main tool used to find out persuasive communication with target buyers and the general public	<ol style="list-style-type: none"> 1. 1. The theme displayed 2. 2. Endorsers used 3. 3. Visuals (images) are displayed

C. Population and Sample

The population of the research refers to the number of productive age population in the city of Tangerang, amounting to 1,550,961 million (according to Banten Provincial Statistics Agency in 2018). Because of a large number of population, a sample of 100 Respondents was taken where the number of samples in this study was determined as many as 100 samples, which was felt to be enough to represent the population. Determination of the sample or Respondent was taken with the following criteria: (1) Respondents selected were consumers who had bought the Botol Sosro tea again. (2). The documents are domiciled in Tangerang City. (3). Respondents aged 17-25 years. (4) As a consumer of Teh Botol Sosro at least 1 year.

D. Data analysis method

Using both simple and multiple regression with the help of SPSS version 25

IV. RESULTS AND DISCUSSION

A. RESPONDENTS DESCRIPTION

The following is a general description of respondents who became objects in this research, namely consumers of teh botol sosro in tangerang. respondents taken as a sample were 100 people. from the results of the research, it can be seen that from a sample of 100 people, consumers of teh botol sosro in tangerang can obtain an overview of the work of each respondent. based on the primary data collected, the respondent data is obtained according to the work as follows:

Table 2. gender respondent

no	gender	respondent total	%
1	Male	57	57%
2	female	43	43%
	Total	100	100%

source: processed data 2018

Based on Table 4.1 it can be seen that Male gender dominates more than 57 people (57% 7) compared to 43 female respondents (43%).

Whereas seen from the age of the most consumers aged 20 to 22.9 years, evidenced from the results of the questionnaire as follows:

Table 3. Age of Respondents

No	Age	Respondent Total	Percentage (%)
1	17- 19,9 year	35	35%
2	20 –22,9 year	47	47%
3	23 – 25 year	18	18%
	Total	100	100%

Source: Data processed in 2018

Education is often seen as a condition that reflects a person's ability to take a decision. Presentation of data responsive based on education is as follows:

Table 4. Respondent Education

Education	Number of Respondents	Percentage (100%)
Middle school	4	4%
High School / equivalent	33	33%
S1	51	51%
S2	12	12%
Total	100	100%

Based on the length of time you know teh botol sosro products are as follows

Table 4.3. the length of time a respondent knows teh botol sosro

no	knowing the product	number of respondents	percentage (%)
1	0 - 3 year	9	9%
2	4 - 7 year	21	21%
3	8 - 11 year	41	41%
4	> 11 year	29	29%
	total	100	100%

Source: Data Processed In 2018

From the table above it turns out that respondents have long known teh botol sosro, which is 41% have known 8 to 11 years.

B. DESCRIPTION OF VARIABLE STATISTICS

Descriptive object data research provides some simple information from objects of research related to research models developed. Descriptive data describe several conditions of object research in brief obtained from the results of data collection and answers to questionnaires, among others, seen from the mean (mean), standard deviation, minimum value and maximum value. Broadly speaking, the tendency of respondents to answer the questionnaire is categorized as follows:

Table 5. Statistic descriptive

	N	Minimum	Maximum	Mean	Deviation Std
Product Packaging Design	100	3.00	5.00	4.0461	0.8125
Attractiveness Advertisement	100	4.00	5.00	4.7336	0.8739
Brand Awareness	100	2.00	5.00	3.9413	0.7232
Interest in buying more consumers	100	2.00	5.00	4.5815	0.8355

Source: Data Processed In 2018

The table above shows that descriptive variables of product packaging design, attractiveness of advertisements, brand awareness and consumers repurchase intention indicate the number of respondents (n) is 100. The minimum value of the product packaging design variable is 3.00 and the maximum value is 5.00. The minimum value of the advertisement's attractiveness variable is 2.00 and the maximum value is 5.00. The

minimum value of the brand awareness variable and consumer repurchase interest is 2.00 and the maximum value is 5.00.

As for the mean value of variable statistics, namely product packaging design, attractiveness of advertisements, brand awareness and consumer repurchase interest greater than statistical deviation, meaning that there was any no high variation in data because the value of the data variation is lower than the average value.

C. RELIABILITY TEST

A questionnaire is said to be reliable if the respondent's answer to the question is consistent over time (ghozali, 2016). According to nunnally (1960) in ghozali (2016), a variable is said to be valid if the value of cronbach's alpha > 60%.

Table 6. Reliability test results

	Cronbach's alpha
Product packaging design	0.895
The attractiveness of the advertisement	0.941
Brand awareness	0.792
Interest in consumer purchases	0.916

Source: data processed in 2018

D. Validity test

Validity test for variables product packaging design, the attractiveness of advertisements, brand awareness, and consumer buying interest indicate that the variable data is valid. This is indicated from the output of output > 0.3, it can be concluded that each indicator of the question is valid.

E. DATA ANALYSIS

A. Regression Analysis

The multiple regression equation between Product Packaging Design (X1) and Attractiveness of Advertisement (X2) to Brand Awareness (Y1) is as follows: $Y = 6.052 + 0.975X1 + 0.538X2$

From the equations X1, X2, and Y1 it can be explained that:

- 1) Constant (a), this means that if all independent variables have a value of zero (0) then the value of the dependent variable (Beta) is 6.052.
- 2) The coefficient of product packaging design for X1 variable is 0.975. this implies that each increase in product packaging design is one unit, the Beta variable (Y1) will increase by 0.975 with the assumption that every other independent variable of the regression model is fixed.
- 3) The advertisement attraction coefficient value for the X2 variable is 0.538. this implies that each increase in attractiveness is one unit advertisement so the

Beta variable (Y1) will increase by 0.538 assuming that every other independent variable of the regression model is fixed.

- 4) The multiple regression equation between Product Packaging Design (X1) and Advertisement Attraction (X2) to Brand Awareness (Y1) is as follows: $Y = 45,945 + 1,287X1 + 0,296X2$

From the equations X1, X2, and Y1 it can be explained that:

- 1) Constant (a), this means that if all independent variables have a value of zero (0) then the value of the dependent variable (Beta) is 45,945
- 2) The coefficient of product packaging design for variable X1 is 1,287. this implies that each increase in product packaging design is one unit so the Beta variable (Y2) will increase by 1,287 with the assumption that each other independent variable from the regression model is fixed.
- 3) The advertisement attraction coefficient value for the X2 variable is 0.296. this implies that each increase in attractiveness is one unit advertisement then the Beta variable (Y2) will increase by 0.296 with the assumption that each other independent variable of the regression model is fixed.
- 4) A simple regression equation between Y1 and Y2 is as follows: $Y2 = 45,790 + 1,127 Y1$

Based on the equation above, the regression coefficient is 1.127. Then it can be concluded that brand awareness will increase consumer buying interest by 1.127.

B. Correlation Analysis

From the analysis, the correlation coefficient R between product packaging design and brand awareness is 0.838, it can be concluded that There was any a very strong relationship between the product packaging design variables and brand awareness.

While the correlation coefficient R between the attractiveness of the advertisement on brand awareness is 0.663, it can be concluded that There was any a strong relationship between the variable attractiveness of the advertisement on brand awareness.

Correlation coefficient value R between product packaging design to consumer repurchase interest is 0.706, it can be concluded that There was any a strong relationship between product packaging design variables and consumer buying interest.

While the correlation coefficient value of R between the attractiveness of the advertisement to consumer buying interest is 0.456, it can be concluded that There was any a moderate relationship between the advertisement attractiveness variable and consumers' buying interest.

The correlation coefficient value R between brand awareness of consumers' repurchase interest is 0.810 so it can be concluded that There was any a very strong relationship between the variables of brand awareness of consumers' buying interest. Whereas in the correlation between Attractiveness Advertisement, Product Packaging Design on brand awareness of 0.879, it can be concluded that There was any a very strong relationship between the variable Attractiveness Advertisement, Product Packaging Design towards brand awareness.

C. Determination Coefficient Analysis

Determination Coefficient Test is used to find out how far the independent variable can explain the dependent variable; it is necessary to know the determination coefficient value. Following are the results of the coefficient of determination:

Based on the results of the calculation of the output coefficient of determination between variables Attractiveness Advertisement, Product Packaging Design on brand awareness of 0.773 means that Attractiveness Advertisement and Product Packaging Design gives an influence of 77.3% on brand awareness, while the remaining 22.7% is influenced by other factors which are not discussed in this research.

The coefficient of determination between attractiveness variables Advertisement, product packaging design to consumer repurchase interest of 0.510 means that attraction advertising and product packaging design has an effect of 51% on consumers repurchase interest, while the remaining 49% is influenced by other factors not discussed in this research.

Based on the results of the output calculation, the coefficient of determination between the variables of brand awareness of consumers 'repurchase interest is 0.657, meaning that brand awareness has an influence of 65.7% on consumers' repurchase interest, while the remaining 34.3% is influenced by other factors not discussed in the research this.

F. HYPOTHESIS TEST

Based on the results of partial calculations that the product packaging design variable (X1) produces a number of t count $11.968 > t$ table 1.984 and a Sig of 0.000 (< 0.05) this indicates H1 is accepted. So it can be concluded that the product packaging design has a positive and significant influence on brand awareness.

While the value of t arithmetic for the variable pull of the advertisement on brand awareness of $5.521 > 1.984$ and Sig of 0.000 (< 0.05) shows that H2 is accepted. So it can be concluded that the attractiveness of the advertisement has a positive and significant influence on brand awareness.

Based on the results of partial calculations that the product packaging design variable (X1) produces a number of t count $7.720 > t$ table 1.984 and a Sig of 0.000 (< 0.05) shows that H3 is accepted. So it can be concluded that the product packaging design has a positive and significant influence on consumers' repurchase interest.

While the value of t arithmetic for the variable pull of the advertisement on brand awareness is $1.487 < 1.984$ and the Sig of 0.141 (> 0.05) indicates that H4 is rejected. So that the attractiveness of the advertisement has a positive and insignificant influence on consumers 'repurchase interest, it can be concluded that the attractiveness of the advertisement does not affect the consumers' buying interest.

Based on the results of partial calculations that the brand awareness variable (Y1) produces a number of t count $13,694 > t$ table 1,984 and a Sign of 0,000 ($< 0,05$) shows that H5 is accepted. So it can be concluded that brand awareness has a positive and significant influence on consumers repurchase interest.

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Based on the results of calculations according to the results of the F test in the table above the obtained F calculation value of 165.612 with a significant level of 0.000. The probability value is $0.000 < 0.5$ so it can be used to predict brand awareness. From the calculation results obtained the value of $F_{count} > F_{table}$ of $165.612 > 3.09$, then H_6 is accepted. This shows that the independent variables namely product packaging design (X1) and advertisement attractiveness (X2) have a significant effect on the dependent variable, namely brand awareness (Y1).

While the other F test results obtained the F count value of 50,384 with a significant level of 0,000. The probability value is $0.000 < 0.5$ so it can be used to predict consumer buying interest. From the calculation results obtained the Fcount value $> F_{table}$ is $50,384 > 3,09$, then H_7 is accepted. This shows that the independent variables, namely the product packaging design (X1) and the attractiveness of the advertisement (X2) have a significant effect on the dependent variable, namely consumer repurchase interest (Y2).

G. INTERPRETATION OF RESULTS

The first hypothesis which states that product packaging design influences brand awareness is acceptable. These findings support the research results of a.gima sugiama who stated that product packaging design affects brand awareness. The results of the research stated that the higher the quality of product packaging design, the higher the awareness of teh botol sosro consumer brand. Through this statement, there are several aspects of product packaging design that can be a concern for teh botol sosro consumers to maintain the quality of product packaging design.

The second hypothesis stating that the attractiveness of an advertisement affects brand awareness is acceptable. These findings support the research results of septiyo aji nugroho which state that the attractiveness of the advertisement affects brand awareness. The results of the research stated that the higher the attractiveness of the advertisement, the higher the awareness of teh botol sosro consumer brand. In order for an advertisement to attract the attention of consumers, creativity is needed in making an advertisement. For this reason, a creative strategy is also needed. Creative strategy is the translation of various information about products, markets, and consumers into a particular position in communication which is then used to formulate advertisement goals, thus viewed from any angle the creative advertising strategy cannot be separated from the overall marketing strategy (kasali, 1995) this research was once carried out by rita, eka et al (2001), where researching effective advertisements can influence consumer awareness of brands. The third hypothesis which states that product packaging design has an effect on consumers' repurchase interest can be accepted. These findings support the results of research by alfin nf mufreni which states that product packaging design affects consumer buying interest. The results of the research stated that the higher the quality of the product packaging design, the higher the buying interest of teh botol sosro consumers. Packaging design is one aspect that can attract consumers to buy back. In the design of teh botol sosro's product packaging, the packaging design is given a natural brown color, besides that it has white writing, giving the impression that the tea product is premium and of good quality.

A fourth hypothesis stating that the attractiveness of an advertisement has an effect

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on consumers' repurchase interest can be rejected. These findings do not support the results of research by ilona v. Oisina situmeang which states that the attractiveness of the advertisement affects consumers' buying interest. The results of the research stated that the attractiveness of the advertisement did not affect the consumers' buying interest. This is because there are several other factors that become the basis for consumers to buy teh botol sosro, so that the attractiveness of the advertisement is not a major factor in increasing consumer buying interest.

V. CONCLUSION

A. CONCLUSION

1. There was any a positive and significant influence between product packaging design on brand awareness, this is based on the results of hypothesis testing which states that t counts $11.968 > t$ table 1.984 and sig of $0.000 (<0.05)$.
2. There was any a positive and significant influence between the attractiveness of the advertisement on brand awareness, this is based on the results of the hypothesis test which states that t count $5.521 > t$ table 1.984 and sig of $0.000 (<0.05)$.
3. There was any a positive and significant influence between product packaging design on consumer repurchase interest, this is based on the results of hypothesis testing which states that t count $7.720 > t$ table 1.984 and sig of $0.000 (<0.05)$.
4. There was any no influence between the attractiveness of the advertisement on the consumer's buying interest, this is based on the results of the hypothesis test which states that t count $1.487 < t$ table 1.984 and sig equal to $0.141 (> 0.05)$.
5. There was any a positive and significant influence between the product packaging design and the attractiveness of the advertisement on brand awareness, this is based on the results of the hypothesis test which states that f count $165.612 > f$ table 3.09 and sig of $0.000 (<0.05)$
6. There was any a positive and significant influence between the product packaging design and the attractiveness of the advertisement on consumers repurchase interest, this is based on the results of the hypothesis test which states that f count is $50,384 > f$ table $3,09$ and sig is $0,000 (<0,05)$
7. There was any a positive and significant influence between brand awareness of consumers' repurchase interest, this is based on the results of hypothesis testing which states that t count $13,694 > t$ table $1,984$ and sig equal to $0,000 (<0,05)$.

B. SUGGESTION

1. The teh botol sosro product packaging design has been interesting for consumers, and consumers have been instructed in their subconscious about the packaging design of the products used, therefore it is maintained so that consumers remain loyal to buy teh botol sosro
2. From the analysis, it is found that the attractiveness of the advertisement does not affect consumers' repurchase interest, this can affect the decline in sales volume, so there was

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- any a need to change the format of the advertisement or change the method of advertisement use in order to influence the consumers' buying interest.
3. This research only takes two independent variables and 2 dependent variables so that the results are not satisfactory, for that it should be further investigated by adding research variables.

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