# INFLUENCE OF ADVERTISEMENT MESSAGE ON FITBAR BILLBOARD TOWARDS BRAND AWARENESS AND ITS IMPLICATION TO BRAND IMAGE

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## ABSTRACT

*The assumption that snacks could cause problem in diet and bodyweight, makes this study interesting. Because this product, Fitbar, appears on the market as a healthy snack that is contrary to this assumption. This product is about to prove that there is a healthy and tasty snack as snacks. Marketing communications through advertising billboards with the media aims to reach the target market. Fitbar billboard ads convey the message content in the form of information about the attributes and benefits of products such as nutritional content and product slogans. This study uses path analysis techniques to determine the effect of variable X (advertisement message) to variable Y (brand awareness) and its implications on the variable Z (brand image). The results showed that the content of the message components such as message structure, message display, message format, and the source of the message have contributed in the formation of brand awareness, which further on has implications on brand image. Influence on brand awareness message content is equal to 0.609. The effect of variable X (message) and Y (brand awareness) to variable Z (brand image) amounted to 0,365. Therefore, the use of billboards media in conveying the message to the target market of Fitbar products is to build brand awareness and the implications for brand image.*

*Keywords***:** *message, billboard, brand awareness, brand image*

## INTRODUCTION

Food craving is a habit where the desire to eat something is very strong and usually not based on real hunger (Ronzio, 2003). This term is also known as snacking. Snacking desire happens when our body's energy in the low condition, which usually occurs during afternoon time that what needed, is carbohydrate and sugar consumption (Musgrove, 2008).

The problem caused by snacking is weigh gaining because snacking is considered as bad eating pattern. Consuming snack other than normal mealtime means adding energy intake and is the trigger of gaining weight. Snacking is often excused by the feeling of hunger, but actually it's because of psychological reasons such as boredom, loneliness or stress. This is in accordance with what nutritionist Heather Bauer has written in Huffington Post that most people who snack are not actually hungry, but more likely because snacking is an attempt to avoid sleepiness and boredom.

Even so, snacking has today become a habit for many people. This is seen from the increasing of food and beverages sales on 2014 up to 770 billions (Industry Update, 2013). The big and developing number of Indonesian population, especially the middle class income is the main driver in increasing food and beverage (or snack) industry demand.

One of the companies that also contribute in snack food industry is Kalbe. As a company that moves in health sector, Kalbe offers a snack product, called Fitbar, in three variants; Fruit Fitbar, Nuts Fitbar, and Chocolate Fitbar. Many people assume that healthy food usually tastes bad, and the unhealthy ones are good. Fitbar managed to enter the market with a positioning as a healthy and tasty snack, which target market is man and woman aged 25-35 years old with healthy lifestyle (kalbe.co.id).

Fitbar aims to position the product as a healthy and tasty snack whilst many healthy products are usually bad-tasted. Fitbar came to prove the assumption wrong, by claiming that Fitbar contains non-cholesterol, non-trans fat, rich of fibres, containing wheat, calcium, and lots of vitamins like A, B12, and C. Based on those nutrition facts, Fitbar came up with the slogan "snacking with no worry".

The launching of this healthy snack is a breakthrough in snack food industry, hence communication activity to introduce and delivers the value of healthy snack to the targeted public. This communication activity is aimed to build awareness about the brand thru the message that they create. On the next phase, the message will also convey the reason why this product is the best compared to other products, and creating the brand image as a healthy snack.



Figure 1 Fitbar Billboard
(Source: Personal Documentation, 2014)

One of the communication channels used by Kalbe to delivery the message that Fitbar is a healthy snack on a billboard. The message conveyed is the nutrition contents of Fitbar, which are "Only 90 Kkal Calories", "0 mg cholesterol", and "0 g *trans fat"*, as well as information about the other flavours other than chocolate. The billboard sign also contain slogan "snacking with no worry".

The problems stated in this research are: does the billboard advertisement have the ability to persuade the target market? Is the message on the billboard able to build brand image and brand awareness? Therefore, the objective of this research is to identify the influence of billboard advertisement message towards the shaping of brand awareness and the implication to Fitbar brand image as healthy snack.

Hemashinta (2012) gathered data from 250 respondents that resulted that Pocari Sweat TV advertisement has significant influence both partially and simultaneously towards brand awareness among Universitas Gunadarma Kalimalang students. From three dependant variables tested, it was showed that dominant variable (Y) that affected brand awareness is figure variable. This result once again showed that advertisement has an effect towards the shaping of brand awareness. Another research by Launa, Arifin, and Widyowati (2012) towards brand awareness among Bandung students, from 98 respondents, this research tested message intensity ($X_1$), message content ($X_2$), and message attractiveness ($X_3$) towards dependant variable, which is brand awareness (Y). The result showed the highest significant influence on sub variable $X_2$, message content towards brand awareness.

Another previous research about brand image is done by Sari and Herawati (2013). One of important factor is promotion. This research utilised path analysis where the findings showed that the influence significance of promotion variable towards brand image is 0,00. Promotion through event done by Polygon bike became the stimulus and affected towards the brand image. The message in the promotion also conveyed through the event and was understood by consumers, which were stored in consumers' mind to shape brand image in their perception.

A research done by Mukherjee (2009) about the Impact of Celebrity Endorsements on Brand Image, illustrated that celebrity support is a popular tool within advertising. It's very easy to find a celebrity to represent something but so hard to build a strong relationship between the product and endorser. Celebrity endorse is always a two-side sword that owns both positive and negative things. If the celebrity is relevant to the product, then there will be a positive result towards the brand image. The most important result of this research is that celebrity endorsement has delivered a strong association between the message and the audience, hence this builds a strong brand image. The relation with celebrity endorsement is explained by Elaboration Likelihood Model, which in this theory, celebrity is an important factor used as a part of information process via peripheral route. The overall exploration upon previous researches shows that it is significant to discuss how advertising has influence towards brand image and brand awareness as there are still a few researches discussing the relationship between those three variables.

Persuasion is an activity or a communication process where the communicator delivers the message to certain people in order to change the value, attitude, and behaviour (Perloff, 2008). This explains that communicator is actively doing communication to change the attitude, value or behaviour of someone to process the message in the communication per se. In other words, persuasion is a process of motivating someone through communication in aim to change the beliefs, attitude and behaviour.

The relevance with marketing is that persuasion is implemented very often in marketing communication mix such as advertising, personal selling, public relations, and so on. Besides, according to Percy (2008), persuasion needs acceptance from the public, not only learning from a brands function, but they must really agree that they can accept the real benefit of a brand.

Elaboration Likelihood Model (ELM) was developed by Richard E Petty and John T. Cacioppo, and is one of persuasion theories what sees a cognitive event as a process where targeted public uses mental process from motivation and thinking to receive or deny a persuasive message (Dainton & Zelley, 2004).

Elaboration Likelihood Model (ELM) has base assumption that there are two cognitive routes to evaluate a message, central route and peripheral route. Critical thinking process happens in central route, while non-critical thinking process happens in peripheral route. This is in accordance with what Griffin has argued (2012) that central route involves critical thinking process carefully about argument or related issue that contained in a persuasive communication, while peripheral route processes message without having to think critically about certain consideration in the object, attributes or any topic.

Same thing also stated by Larson (2013), that information process through central route is slower, more careful and has higher processing effort using systematically reasons. The utilisation of central route involves conscious thinking process. On the other hand, peripheral route needs lower cognitive process and sometimes using less information than central route. Attitude change depends on motivation, ability or knowledge to evaluate a message.

This research only studies critical thinking process that happens in central route. Central route is used when information receiver has the ability to think critically towards a persuasive message and

is able to evaluate deeply (Littlejohn & Foss, 2009). In this route, message received are thought more carefully. Littlejohn and Foss (2009) argued that when a message is considered to contain high importance to a receiver, then the elaboration of that message will increase. Besides, when there is different information or contradictory with that the individual has known before, then that individual will be more critical and message elaboration will also increase (Littlejohn & Foss, 2008). Furthermore, when using central route, the result caused tend to be more permanent than peripheral route.

Central route, according to Griffin (2012) is a route within a thinking process that involves thorough observation towards message. Littlejohn and Foss (2009) argued that in central route, there are two main factors; receiver's motivation and receiver's skill. Skill is defined as how much is the receiver capable of processing certain information. Meanwhile, motivation is affected by 3 components: topic relevance, information source variation, and tendency to consider an argument.
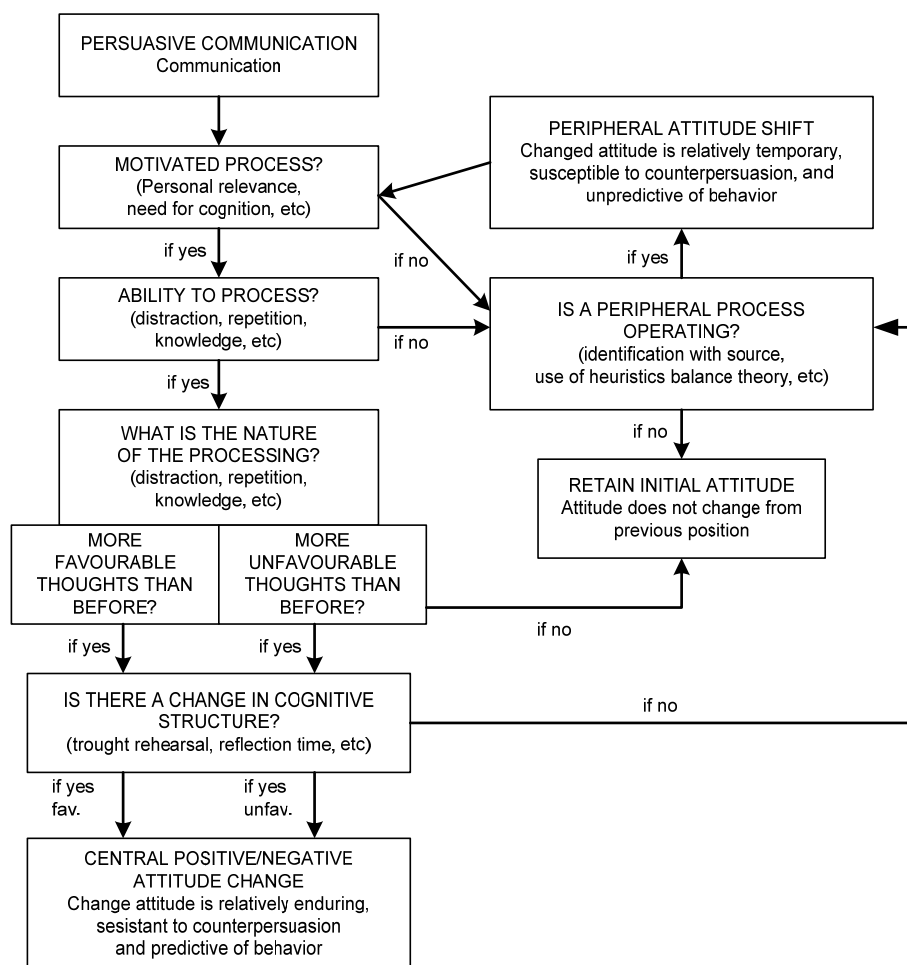


Figure 2 Elaboration Likelihood Model (ELM)
(Source: Petty et al; 2002; McQuail, 2010)

The research utilises ELM model that has been modified to Elaboration Likelihood Advertising Model (ELAM). In this model, centre of information process is more focused on product and the relevant information about brand that will then create brand awareness and brand image. Thus, the effect in purchase intention of a product is also patterned (Hansen and Christensen, 2007).
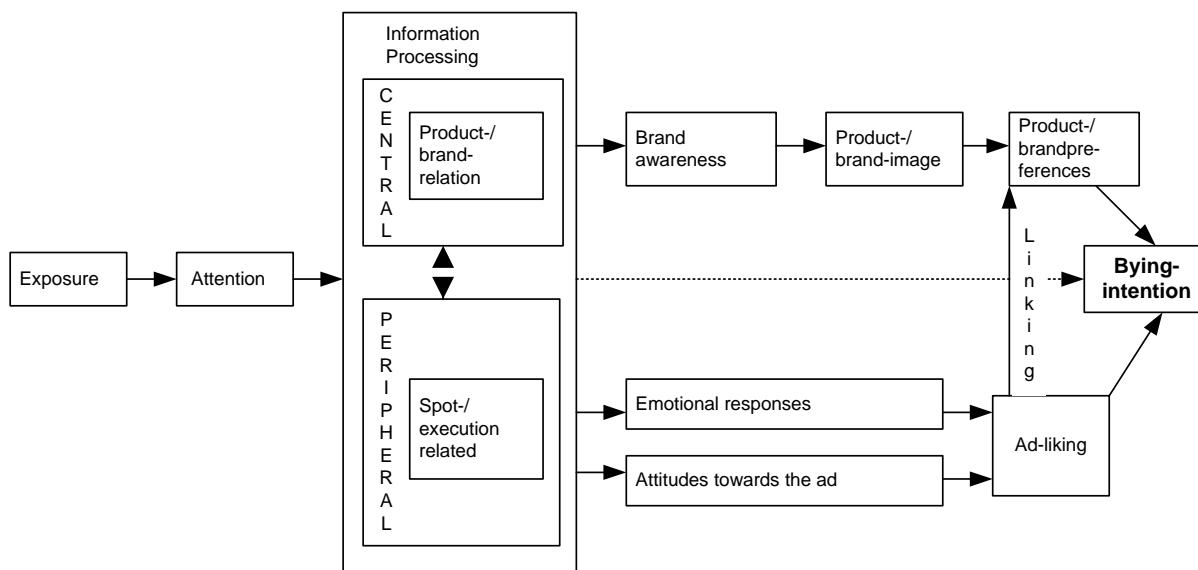
Figure 3 Elaboration Likelihood Advertising Model (ELAM)
(Source: Hansen (1997) from Hansen and Christensen, 2007)

Mainly, this research will only examine information process through central route. This is because the using of central routes mean there is a critical thinking during the receiving of information is high to process persuasive message. In advertisement message studied, there are some information and some facts that explain and are suggested to receiver that Fitbar is a healthy snack. Nutrition information contained in Fitbar, like: "Only 90 Kkal Calories", "0 mg cholesterol", and "0 g *trans fat",* will cause viewers think critically about the truth being said, as well the motivation to argue or give opinion upon the slogan said "*snacking with no worry*".

Central route also involves careful observation towards a message; therefore audiences chosen as the respondents are the ones who have seen the advertisement repetitiously. Based on Elaboration Likelihood Advertising Model (ELAM), this research will examine the message in Fitbar billboard advertisement as exposure, which then causes attention from target audience and the information process through central route that shapes brand awareness and implying the brand image.

According to Trehan and Trehan (2010), a message needs to be design as much as how it is representing the objective to the advertising. Advertising does not only consider the message content, but also how the information is structured to be presented. There are some several message designs. First, message structure: consideration in message structure includes argument order that will be set from the beginning; message has to be conclusive for the audience, message delivery side, and other structure. Second, message display: there is a message that designed to reiterate logical aspect of decision-making process of the consumer; there is a message to stress the psychological aspect that triggers emotional reaction. Third, message format: message format is a delivery method to the audience. Fourth, message source: message source refers to people who communicate the message to target audience.

According to Ang (2014), billboard advertisement is a tool to delivery short message. Billboard also limited to wordings and usually put more visual aspects to deliver the message. This is also applied to Fitbar billboard advertisement that only contains short message such as: "*Only 90 Kkal Calories*", "*0 mg cholesterol*", and "*0 g trans fat*". Fitbar billboard advertisement also features wheat visual as the icon to represent healthy snack. To create brand image of Fitbar as a healthy snack, there is also a slogan says: "*snacking with no worry*".

The relation between brand and advertising is that advertisement can become the stimulus that delivers a message which content affects the emotion of the audience. According to Simamora (2008), there is a connection between consumer's attitude and advertisement, as well as their emotions and a product brand, also consumer's trust towards product's attributes of a product such as: (1) consumer's attitude towards advertising can shape their attitude towards a brand; (2) emotions caused by television advertisement both negative and positive emotions; (3) advertisement message content can affect the emotions of consumers, and (4) advertisement components, both verbal and visual, can indirectly affect consumer's attitude towards advertisement and shape trust towards product attributes.

Ang (2014) also reiterated that billboard advertisement has, so far, the biggest market share amongst other outdoors advertising channels. Advertisers can utilise billboard to create brand awareness with visual elements of a band, as well as by using the dominant logo.

According to Shimp (20010), brand awareness is an issue about brand name that recalled in consumer's mind when they think of one product category, and how easy that name is being remembered in their mind. Shimp (2010) also argued that there are two levels of brand awareness, which are: (1) brand recognition – a reflection of shallow consciousness level and (2) brand recall – indicating a deeper consciousness. Baisya (2013) defined that brand associations shapes brand image, which can be categorised as three dimensions. First, strength – level of brand identification strength with brand associations. Second, favourability – evaluate how valuable the brand association is for the consumers. Third, uniqueness – pays attention on how to differentiate a brand and its associations with other brands.

## METHODS

This research uses positivism paradigm with quantitative approach and survey. The object in this research is individuals who have seen Fitbar advertisement near Tomang Raya. Therefore, the questionnaires were spread through residents of Royal Mediterania Garden apartment which is close to the location of Fitbar billboard. This research is limited in 100 samples because according to Aritonang (2007), 100 respondents are enough as samples size in a research.

Sampling technique chosen is nonprobability by purposive sampling. Thus, individuals involved are those who live in Royal Mediterania Garden apartment in Tomang Raya and have seen Fitbar billboard at least 2 times.

Ordinal data was transformed into interval data before parametric analysis was conducted. This is in order to fulfil partial requirements of parametric analysis, which is interval data or ratio to be used. Transformation technique used was Method of Successive Interval (MSI). Ordinal likert scale was used in this research (1 – 5 with 1 means strongly disagree and 5 means strongly agree), so transformation had to be done first to become interval data through MSI process. A pre-test was also done towards 30 respondents to examine the validity and reliability. This is to validate and test the consistency to analyse the data.

Data analysis technique used is path analysis with mediation model. Wicaksono (2006) wrote that path analysis is the tool used to explore direct or indirect influence between independent variable and dependent variable. The categories of every independent variable towards dependant variable in path analysis are as below. (1) If path coefficence valued as 0,05 – 0,09, so the influence is weak; (2) If path coefficence valued as 0,1 – 0,29, so the influence is medium; (3) If path coefficence valued above 0,3, so the influence is strong (Sarjono and Julianita, 2011).

Decision making was based on hypothesis test (Sarjono and Julianita, 2011). (1) If probability value is lower or same as probability Sig. (0,05 ≤ Sig.) means Ha is accepted and Ho is rejected. (2) In contrast, if probability value is bigger or same as probability Sig. (0,05 ≥ Sig.) means Ho is accepted and Ha is rejected.

Below is research model illustration:

$$\varepsilon1 \quad \rho y \qquad\qquad \varepsilon2 \quad \rho z$$

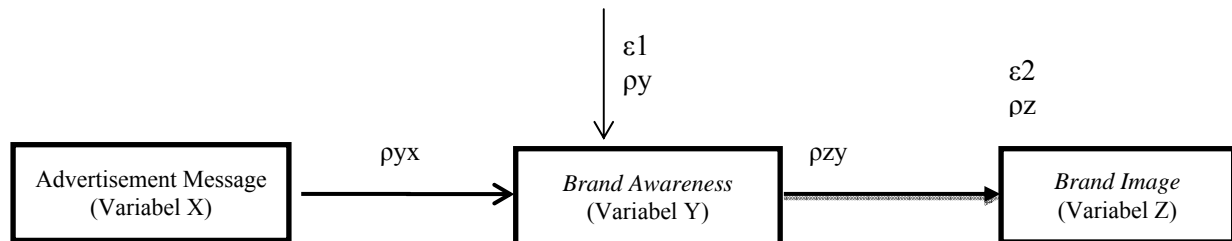| Advertisement Message (Variabel X) | $\rho yx$ → | Brand Awareness (Variabel Y) | $\rho zy$ → | Brand Image (Variabel Z) |

Figure 4 Research Model
(Source: Personal Data, 2015)

# RESULTS AND DISCUSSIONS

This research elaborates on Fitbar snack that positioned itself as a healthy snack. Therefore, the advertisement displayed by Fitbar billboard must reflect the message that supports Fitbar brand image as healthy snack. Fitbar billboard advertisement contains textual message that communicates factual information about the product and visual of Fitbar, as well as wheat icon to support the message content.

Another consideration was taken during the selection of respondents; they must be suitable and relevant to category and product target market of Fitbar in order to gain appropriate representation. In summary, the table below describes respondents of the research:

Table 1 Respondents Characteristics Based on Gender

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 48 | 48% |
| Female | 52 | 52% |
| Total | 100 | 100% |

(Source: Personal Data, 2015)

Fitbar aims both male and female; where this research showed that female respondents (52%) are more dominant than male respondents (48%).

Table 2 Respondents Characteristics Based on Age

| Age | Frequency | Percentage |
|-----|-----------|------------|
| 25-28 year old | 52 | 52% |
| 29-32 year old | 27 | 27% |
| 33-35 year old | 21 | 21% |
| Total | 100 | 100% |

(Source: Personal Data, 2015)

By spreading the questionnaire to respondents whom aged between 25 to 35 years old in accordance to Fitbar target market, it was shown that 52% of the respondents were 25-28 years old, 27% of them were 29-32 years old and the other 21% were 33-35 years old. In other words, respondents aged 25 to 28 years old dominate this research. In deeper perspective, respondents in this research are compatible with requirements of individuals who are able to critically think through central route, which are usually in mature category aged 25 – 28 years old.

This research uses path analysis that divided into two sub-structural. In the first sub-structural, the focus is drawn on influence of variable X (advertising message) towards variable Y (brand awareness) being focused. Meanwhile, in sub structural 2, the focus is on the influence of variable X (message content) towards variable Y (brand awareness), which then has implication to the shaping of variable Z (brand image) of Fitbar.

Table 3 Variable X Summary Model
(advertisement message Towards Variable Y (*brand awareness*)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .609[a] | .371 | .364 | 4.62959 |

(Source: Personal Data, 2015)

Research findings illustrate determination coefficient is valued as 0,371 which means independent variable (X, advertisement message) in explaining dependent variable (Y, brand awareness) as much as 37%, while the rest 62,9% is caused by other factors.

The extent to path coefficient of other variables outside the research that also contributes can be calculated using this formula:

$$\rho y \varepsilon 1 = 1 - R^2 \tag{1}$$

$$\rho y \varepsilon 1 = 1 - 0,371$$

$$\rho y \varepsilon 1 = 0,629$$

Table 4 ANOVA

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1236.550 | 1 | 1236.550 | 57.694 | .000[b] |
| | Residual | 2100.440 | 98 | 21.433 | | |
| | Total | 3336.990 | 99 | | | |

(Source: Personal Data, 2015)

Hypotheses: (1) Ha[1]: There is an influence of advertisement message of Fitbar billboard towards brand awareness. (2) Ho[1]: There is no influence of advertisement message of Fitbar billboard towards brand awareness.

Table 4 Anova describes F value as 57,694 with Sig. value 0,000 because Sig. value is lower than 0,05, resulting that Ho is rejected and Ha is accepted. Conclusively, there is an influence of advertisement message in Fitbar billboard towards brand awareness.

Table 5 Coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.619 | 3.242 | | 1.425 | .157 |
| | Message Content | .387 | .051 | .609 | 7.596 | .000 |

(Source: Personal Data, 2015)

Research findings in individual testing showed that advertisement message variable has Sig. Value as 0,000. Meanwhile Sig. 0,000 is lower than probability value as 0,0,5, so message content variable coefficient is significant with path variable coefficient of brand awareness variable in Beta column for 0,609 ($\rho yx$), thus sub-structural 1 equation calculated as follow:

$$Y = \rho yx + \rho y\varepsilon1 \qquad (2)$$

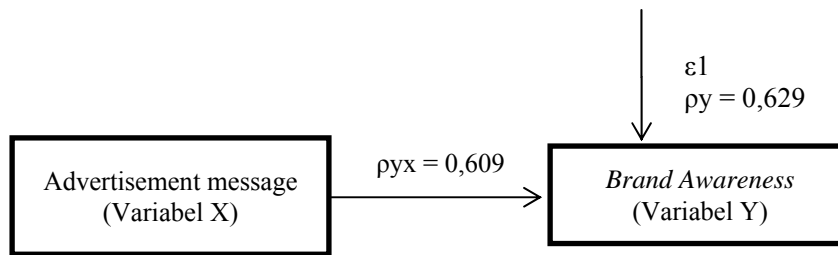$$Y = 0{,}609x + 0{,}629\varepsilon1$$



Figure 5 Sub-Structural 1 Model and Path Coefficient
(Source: Personal Data, 2015)

Table 6 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .779[a] | .607 | .598 | 4.98678 |

(Source: Personal Data, 2015)

Research findings showed that determination coefficient value for 0,598 which means the contribution of variable X (advertisement message) and variable Y (brand awareness) in explaining variable Z (brand image) is as much as 59,8% and the other 40,2% is explained by other factors.

Path coefficient value for other variables outside this research also contributes according this formula:

$$\rho z\varepsilon2 = 1 - R^2 \qquad (3)$$

$$\rho z\varepsilon2 = 1 - 0{,}598$$

$$\rho z\varepsilon2 = 0{,}402$$

Table 7 ANOVA

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 3717.996 | 2 | 1858.998 | 74.755 | .000[b] |
| | Residual | 2412.194 | 97 | 24.868 | | |
| | Total | 6130.190 | 99 | | | |

(Source: Personal Data, 2015)

Hypotheses: (1) $Ha_2$: There is a simultaneous influence of advertisement message of Fitbar billboard and brand awareness towards brand image. (2) $Ho_2$: There is no simultaneous influence of advertisement message of Fitbar billboard and brand awareness towards brand image

Table 7 Anova shows F value 74,755 with Sig value 0,000. Because Sig value is less than 0,05, concluding Ho is rejected and Ha is accepted. Thus, there is a simultaneous influence of variable X (advertisement message) and variable Y (brand awareness) towards variable Z (brand image).

Table 8 Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 4.900 | 3.528 | | 1.389 | .168 |
| 1 Advertisement message | .431 | .069 | .500 | 6.233 | .000 |
| Brand Awareness | .495 | .109 | .365 | 4.552 | .000 |

(Source: Personal Data, 2015)

Research findings in individual test showed that variable X (advertisement message) and variable Y (brand awareness) have Sig. value as much as 0,000. As Sig. value is less than probability value 0,02, so variable X (advertisement message) and variable Y (brand awareness) coefficient is significant. Path coefficient of variableX (advertisement message) is 0,500 (ρyx), and path coefficient of variable Y (brand awareness) is 0,365. In equation, this is the sub-structural 2 generated:

$$Z = \rho yx + \rho zy + pz\varepsilon 2 \tag{4}$$

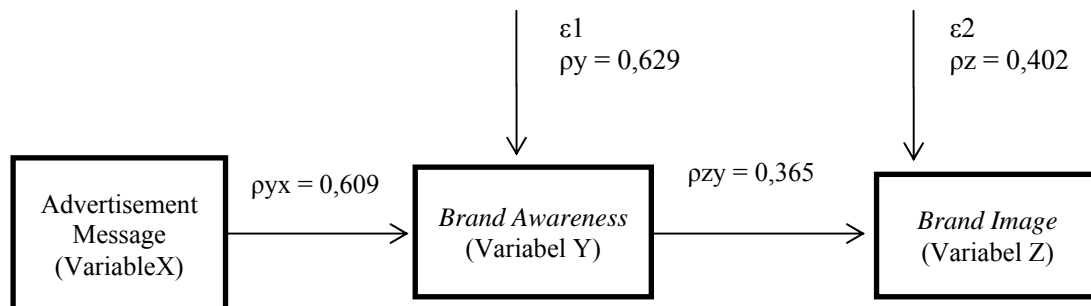$$Z = 0,500x + 0,365y + 0,402\varepsilon 2$$



Figure 6 Sub-Structural 1 and 2 Models and Path Coefficient
(Source: Personal Data, 2015)

Below is the summary of path analysis result generated by path analysis test from sub-structural 1 and 2:

Table 9 Path Analysis Summary

| Variable | Path Coefficient | Influence | | |
|---|---|---|---|---|
| | | Direct | Indirect | Total |
| X | 0,609 | 0,609 | - | 0,609 |
| Y | 0,365 | 0,365 | - | 0,365 |
| ε1 | 0,629 | 0,629 | - | 0,629 |
| ε2 | 0,402 | 0,402 | - | 0,402 |

(Source: Personal Data, 2015)

The delivery of message content on Fitbar billboard advertisement is informational because it provides attributes that contain nutrition fact and product slogan. Advertisement message in Fitbar billboard includes components such as: message structure, message display, message format, and message source. Billboard can be used to build brand awareness because of its size and how it reaches broad public that pass through the placement. Billboard advertisement also has longer term and potentially seen repetitiously.

The effect of advertisement message on Fitbar billboard towards *brand awareness,* which is 0,609 (ρyx), is considered significant. This means advertisement message is proven to shape brand awareness. This research also proves that the influence of message content towards brand awareness and its implication towards brand image as significant as 0,365 (ρzy). Message advertisement has strong effect on brand awareness and both also has strong effect on brand image.

Marketing communication is a tool to inform or persuade consumer about a product that can fulfil their needs. One of marketing communication forms is advertising. As a form of communication presentation to promote idea, thoughts, message, products or services, a company can utilise mass media as their channel. In this research, advertising as marketing communication tool has proven to be an effective channel to persuade public by giving them awareness through knowledge about healthy snack, as well as building the brand image. Persuasion function is a basic characteristic of advertisement in communicating a message to create certain influence that producer wants to target public in order to change their attitude and behaviour accordingly. Message delivery in advertising also considered using appropriate media platform to the targeted audience who are able to access the information.

Billboard is an outdoor advertisement type that has unique point such as visible and reaching broad audience. Billboard also enables target audience to see the advertisement repetitiously if the placement is around popular and crowded area, especially on the main road or street. Fitbar advertisement, as the subject of this research, placed its billboard in Tomang Raya interchange where the traffic or vehicles and humans are very rapid.

Message content of Fitbar advertisement contains rational and emotional elements. Rationally, Fitbar advertisement message shows nutritional facts such as: "Only 90 Kkal Calories", "0 mg cholesterol", and "0 g trans fat". Meanwhile, emotional message content was shown from the slogan that says: "*snacking with no worry*". This slogan stimulates positive emotion of the exposed target audience.

Based on Elaboration Likelihood Advertising Model which describes a persuasion process that starts from advertising exposure to public; this research showed that message content becomes the stimulus that attracts public attention. Moreover, information process in audience's mind is processed

through central route that reflects the process of consciousness, careful, as well as critical thinking in order to construct brand awareness, which then implied in brand image shaping.

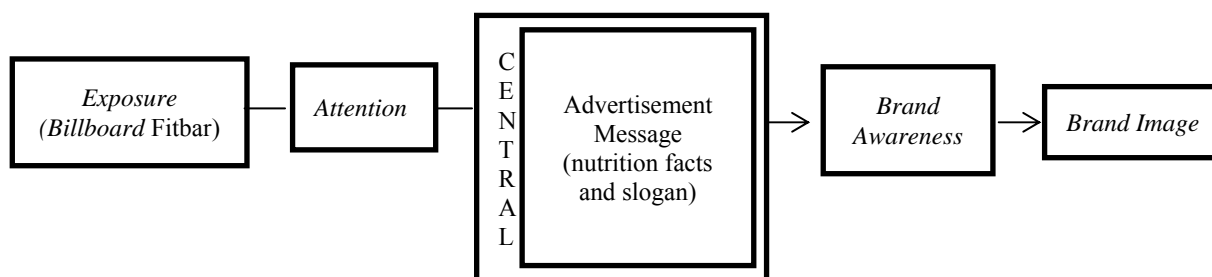Below is the illustration of Elaboration Likelihood Advertising Model concept in this research:



Figure 7 Elaboration Likelihood Advertising Model Concept Applications in This Research
(Source: Personal Data, 2015)

The application in this research is billboard advertisement exposure that affects people's attention, which then the occurrence of thinking process through central route in their mind. The information in form of message content, which contains nutrition facts and slogan, is processed using conscious and critical mind and resulted to persuade the public. This whole process ends at the shaping and building of brand awareness and brand image of Fitbar as healthy snack.

Message delivery in Fitbar billboard advertisement is informational because it includes message structure, message display, message format, and message source elements. Billboard is suitable to create brand awareness because of the big size and this channel tends to be more visible to broad target public, especially when it's placed in big and high mobility area. This placement is also beneficial for the product to be seen repetitiously when people are mobilising rapidly in certain area.

This research proved some points that message structure, message display, message format, and message source is influential to brand awareness and brand image building. Like suggested by elaboration likelihood model, this research also explains how relevant it is to create brand image and awareness through a visible advertisement channel. The value of message content in Fitbar billboard advertisement, which is 0,609 ($\rho yx$), is significant to creating brand awareness. This is also coherent with previous research, "The effect of Axis Television Advertisement version "Pake Sedikit Dijamin Gratisannya Banyak" towards brand awareness and "The Effect Pocari Sweat Television Advertisement Version "*Youth Sweat Beautiful*" Towards Brand Awareness", that the message delivered in marketing communication that can be understood will be remembered in their mind for then their reference in making brand awareness.

This research also proved that the influence of advertisement message and brand awareness towards brand image as much as 0,365 ($\rho zy$), which is significant. Advertisement message Fitbar billboard is influential towards creating brand awareness because that advertisement is attractive to Fitbar target market. There is also a positive implication towards brand image shaping. The results also showed that to reach brand image, it is necessary to create brand awareness first.

This research result also draws that promotion element selection through outdoor advertising like billboard by Kalbe is appropriate in aim to communicate their product, Fitbar as healthy snack, to their target market. Fitbar billboard advertisement has a significant contribution in building brand awareness and shaping the brand image as healthy snack in consumer's mind.

# CONCLUSIONS

Based on elaborated research result and discussion, it can be concluded that there is a strong and significant relation between variable X (advertisement message) in Fitbar billboard advertisement and variable Y (brand awareness), as well as implied to variable Z (brand image). This proves that advertisement through billboard is still relevant to create brand awareness and applicable to build brand image.

Academic suggestion resulted from this research is to conduct further research using qualitative approach to figure out deeper about information process that happens in an individual who sees the advertisement and how it can change their attitude. This is also important to be researched because in Elaboration Likelihood Model, information process through central route depends on motivation, ability and knowledge that are needed to evaluate a message. Elaboration Likelihood Model based research will also be drawn clearer and more detail when persuasion process is also analysed, including deeper look at motivation, ability and knowledge of the audience through qualitative approach. Furthermore, it is necessary to continue doing the research in quantitative approach to compare between central route and peripheral route in order to find out what dominant factor is influential in persuasion process using Elaboration Likelihood Advertising Model (ELAM). Next suggestion is to study deeper about the level of knowledge and its relation with message reception process, as well as the implication to brand awareness and brand image.

Practical suggestion offered from this research is for Kalbe to develop the content to be more creative so the exposure on billboard can build stronger brand image of Fitbar in consumer's mind. Using attractive visual display in billboard also provides stronger impression on brand image, as well as grabbing people's attention more rather than only words as the content.

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