

ABSTRAK

Consumer learning can be thought of as the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior.

This reset uses AIDA Model, they are attention, interest, desire and action. Attention is notice of consumer to see advertisement, interest is respond from consumer to see advertisement until finish, desire is respond of consumer that influence to buy a product, action is respond of consumer to buy product from an advertisement.

Keywords: advertisement message, AIDA (attention, interest, desire, action)