

ABSTRACT

ASPURIA, MISTY ZYRA M. Design Materials to Advertise Aguinaldo Blend Coffee of Cavite State University. Undergraduate Thesis. Bachelor of Arts in Mass Communication Cavite State University, Indang, Cavite. April 2015. Adviser: Prof. Lisette D. Mendoza.

This study was conducted to determine the perception of selected coffee drinkers on the content and presentation of designed materials to advertise Aguinaldo Blend coffee of Cavite State University. Specifically, it aimed to design materials to advertise Aguinaldo Blend coffee, determine the perception of selected coffee drinkers in Poblacion I, Indang, Cavite on the designed materials based on content and presentation and determine the most preferred proposed designed materials such as tarpaulin, sticker, and triangular ad to advertise Aguinaldo Blend coffee of Cavite State University.

The study utilized the descriptive method of research. Survey questionnaire was used to gather data in this study. Convenience sampling technique was used to select the the 176 coffee drinkers of Poblacion I, Indang, Cavite. Mean and standard deviation were used in the data gathering.

The findings show that majority of respondents strongly agreed with the content and presentation of designed materials in advertising Aguinaldo Blend coffee and the most preferred material is triangular ad, followed by tarpaulin and lastly is sticker.

The researcher was able to design materials such as tarpaulin, sticker, and triangular ad to advertise Aguinaldo Blend coffee. Selected coffee drinkers from Poblacion I, strongly agreed with the content and presentation of the designed materials; and based on the perception of the participants, the most preferred designed material to advertise Aguinaldo Blend coffee of Cavite State University is triangular ad, followed by tarpaulin, lastly is sticker.