

ABSTRACT

Toothpaste “S” at this time had already started promotion through advertising and social media for the existing cost is not small, but it is still not able to beat its toothpaste market share currently dominated by the predominant brand. The purposes of this study are: to determine effect of advertising on consumer buying interest for product “S”, to determine effect of social media communication on consumer buying interest for product “S”, to determine effect of advertising and social media communication on consumer buying interest for product “S”. Methodology of this research is explanatory survey and the analytical method used is multiple linear regressions. Respondents are the subscriber of brand “S” social media domicile Jabodetabek only with total respondents are 400. The results of the discussion: 1) Advertising partially a significant positive effect on the interest to buy toothpaste “S”, 2) Social media communication positive significant effect on the interest to buy toothpaste “S”, 3) Advertising and social media communications partially positive significant effect on consumer buying interest toothpaste “S”. The conclusion is toothpaste “S” may continue their activity through advertising and social media communication to affect consumer buying interest. However, toothpaste “S” may consider improving its social media by increasing audience participation.

Keyword: advertising, social media communication, buying interest



ABSTRAK

Pasta gigi “S” pada saat ini sudah melakukan promosi melalui periklanan dan media sosial dengan biaya yang tidak sedikit. Namun, pasta gigi “S” masih belum mampu mengalahkan pangsa pasar pasta gigi yang saat ini dikuasai oleh merek dominan. Tujuan penelitian ini adalah untuk mengetahui pengaruh periklanan terhadap minat beli konsumen pasta gigi “S”, untuk mengetahui pengaruh komunikasi media sosial terhadap minat beli konsumen pasta gigi “S”, untuk mengetahui pengaruh periklanan dan komunikasi media sosial terhadap minat beli konsumen produk pasta gigi “S”. Penelitian ini bersifat eksplanasi survei dan menggunakan metode analisis linier berganda. Subjek penelitian diambil dari subscriber media sosial pasta gigi “S” yang berdomisili di Jabodetabek dengan total responden 400. Hasil pembahasan, yaitu 1) Periklanan secara parsial berpengaruh signifikan positif terhadap minat beli pasta gigi “S”, 2) Komunikasi media sosial berpengaruh signifikan positif terhadap minat beli pasta gigi “S”, 3) Periklanan dan komunikasi media sosial secara parsial berpengaruh signifikan positif terhadap minat beli konsumen produk pasta gigi “S”. Kesimpulannya, pasta gigi “S” dapat melanjutkan aktifitas periklanan dan komunikasi sosial media untuk mempengaruhi minat beli. Namun, pasta gigi “S” dapat mempertimbangkan untuk meningkatkan lagi partisipasi audiens untuk memberikan komen dan mengikuti kontes di media sosial pasta gigi “S”

Kata kunci: periklanan, komunikasi sosial media, minat beli



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