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Pengaruh Pesan Promosi Penjualan Layanan Papsmear di Instagram Brawijaya *Women and Children Hospital* Terhadap Minat Wanita Usia 15-35 Tahun Untuk Melakukan Pemeriksaan Dini Kanker Serviks.

Jumlah halaman : x + 111 halaman + 4 lampiran

Bibliografi : 25 acuan (2000 – 2014)

ABSTRAK

Penelitian ini dilatar belakangi oleh adanya tingginya jumlah penderita kanker serviks di Indonesia yang tidak diimbangi oleh jumlah provider (pelaksana program, yang terdiri dari dokter umum dan bidan) serta kurangnya minat wanita usia 15-35 tahun untuk melakukan pemeriksaan dini kanker serviks. Pesan promosi layanan papsmear melalui media sosial merupakan salah satu upaya yang dapat dilakukan agar dapat meningkatkan pengetahuan dan kesadaran wanita untuk melakukan pencegahan kanker serviks. Tujuan penelitian ini adalah untuk mengetahui bagaimana pengaruh pesan promosi penjualan layanan papsmear di instagram Brawijaya *Women and Children Hospital* terhadap minat wanita usia 15-35 tahun untuk melakukan pemeriksaan dini kanker serviks..

Dalam penelitian ini pesan promosi menggunakan konsep teori AIDA (*Attention, Interest, Desire, Action*) dari Kortler & Keller dan atribut minat beli yaitu minat transaksional, referensial, preferensial dan eksploratif.

Jenis penelitian yang digunakan adalah tipe penelitian eksplanatif korelasional. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode *survey*. Teknik penarikan sampel dalam penelitian ini menggunakan insidental sampling. Sampel yang dijadikan responen sebanyak 100 responden yang merupakan pengunjung wanita di Rumah Sakit Brawijaya *Women and Children*.

Hasil penelitian menunjukkan bahwa pesan promosi layanan papsmear berpengaruh positif dan signifikan terhadap minat wanita usia 15-35 tahun untuk melakukan pemeriksaan dini kanker serviks. Pesan promosi layanan memberikan pengaruh sebesar 31,7% terhadap minat untuk melakukan pemeriksaan dini kanker serviks.

Penelitian ini menyimpulkan bahwa terdapat pengaruh yang positif dan signifikan antara pesan promosi dengan minat beli. Penulis menyarankan agar membuat pesan promosi layanan papsmear dibuat lebih menarik sehingga timbul minat wanita untuk melakukan pemeriksaan dini kanker serviks.

Kata Kunci : Pesan Promosi, AIDA, Minat Beli



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The Influence of Promotional Messages on the Sale of Papsmear Services on Instagram Women and Children Brawijaya Hospital Against Women's Interests Aged 15-35 Years to Perform Early Cervical Cancer Examination.

Number of pages: x +111 pages + 4 attachments

Bibliography: 25 references (2000 - 2014)

ABSTRACT

This research is motivated by the high number of cervical cancer sufferers in Indonesia that are not matched by the number of providers (program implementers, which consist of general practitioners and midwives) and the lack of interest of women aged 15-35 years to do an early examination of cervical cancer. Message of Pap smear service promotion through social media is one of the efforts that can be done in order to increase women's knowledge and awareness to prevent cervical cancer. The purpose of this study was to find out how the effect of sales promotion messages on pap smear services instagram Women and Children Hospital Brawijaya on the interest of women aged 15-35 years to do an early examination of cervical cancer.

In this study promotional messages use the concept of AIDA theory (Attention, Interest, Desire, Action) from Kortler & Keller and the attributes of buying interest, namely transactional, referential, preferential and explorative interests.

The type of research used is the type of correlational explanatory research. The research method used is a quantitative approach with survey methods. The sampling technique in this study uses incidental sampling. The samples that were used as responses were 100 respondents who were female visitors at the Brawijaya Women and Children Hospital.

The results showed that the promotional message of Pap smear service had a positive and significant effect on the interest of women aged 15-35 years to perform early examination of cervical cancer. The message of service promotion has an effect of 31.7% on the interest in conducting an early examination of cervical cancer.

This study concludes that there is a positive and significant influence between promotional messages and buying interest. The author suggests that making a pap smear service promotion message be made more attractive so that the interest of women arises to do an early examination of cervical cancer.

Keywords: Promotional Message, AIDA, Buy Interest

