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“Pengaruh Terpaan Iklan Televisi Bukalapak Versi Nego Cincai Terhadap Minat Beli Produk Fashion Pada Karyawati Di Jakarta Barat”

ABSTRAK

Perkembangan dunia internet semakin berkembang pesat, termasuk *e-commerce* dan *marketplace* atau yang biasa kita sebut sebagai *online shop*. Salah satunya adalah Bukalapak yang melakukan kegiatan promosi melalui iklan. Sekalipun Bukalapak merupakan perusahaan yang berbasis *online* dan sudah banyak melakukan kegiatan promosi dibidang digital seperti yang sedang marak sekarang ini, namun Bukalapak tetap melakukan kegiatan promosi dengan cara beriklan di televisi.

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan iklan televisi bukalapak versi nego cincai terhadap minat beli pada karyawati di Jakarta Barat. Penelitian ini menggunakan tinjauan pustaka terpaan iklan dan minat beli. Teori terpaan iklan yakni frekuensi, intensitas, dan perhatian yang diambil berdasarkan unsur-unsur dalam iklan televisi. Sedangkan minat beli menggunakan teori AIDA yang terdiri dari *attention* (perhatian), *interest* (ketertarikan), *desire* (keinginan), *action* (aksi).

Metode penelitian yang digunakan untuk meneliti pengaruh terpaan iklan televisi Bukalapak versi nego cincai terhadap minat beli produk fashion pada karyawati di Jakarta Barat adalah analisis eksplanatif, metode survey dengan teknik random sampling dan metode regresi linear sederhana.

Hasil penelitian menunjukan ada hubungan yang sangat kuat antara variabel terpaan iklan televisi Bukalapak terhadap minat beli konsumen sebesar 75,8%. Dan sisanya 24,2% di pengaruhi faktor lain diluar faktor yang diteliti.

Kata Kunci: terpaan iklan, *tagline*, minat beli



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“The Effect of Bukalapak Exposure to Television Advertising Versus Nego Cincai to Interest in Buying Fashion Products to Employees in West Jakarta”

ABSTRACT

The development of internet world is growing rapidly, included *e-commerce* and *marketplace* or what we usually call as *online shop*. One of them is Bukalapak that carries out promotional activities through advertisement. Eventhough Bukalapak is an online basis company and has done a lot of promotional activities in the digital field like what is booming now, but Bukalapak keeps doing promotional activities by advertising on television.

This research aims to know the effect of Bukalapak Exposure to Television Advertising Versus Nego Cincai to Interest in Buying Fashion Products to Employees in West Jakarta. This research uses advertisement literature review exposure and interest in buying. The theory of advertising exposure are frequency, intensity, and attention taken based on the elements in television advertisement. Meanwhile interest in buying uses AIDA theory which is consisted of *attention, interest, desire, and action*.

The research method uses to examine the effect of Bukalapak Exposure to Television Advertising Versus Nego Cincai to Interest in Buying Fashion Products to Employees in West Jakarta are explanatory analysis, survey method by random sampling technique, and simple linear regression method.

The research result shows that there is a very strong relationship between Bukalapak television advertisement exposure variable to consumer buying interest of 75,8%. And the rest 24,2% is influenced by other factors beyond the factors examined.

Key Words: exposure to advertisement, tagline, interest in buying