

ABSTRACT

This study aims to analyze the political television advertising with the method Gerindra EPIC model, and analyze the influence of television advertising effectiveness Gerindra political parties against the attitude of voters in the area of Central Jakarta.

The method used in this research is survey method. The population of this study is the voters in the Central Jakarta area. The research sample of 100 respondents obtained by using the Slovin formula. The data analysis technique used is the technique descriptions and multiple regression techniques. Before being used for research beforehand to test the validity and reliability of instruments.

The results of this study are: (1) Television Advertising in Political Party Gerindra included in the scale are quite effective. This condition was explained that the Political Parties Gerindra need to create an ad campaign on television or through the medium of television is more interesting in the upcoming general election. This also shows one of the causes of votes for political parties Gerindra not as much as the other major parties who only have a campaign fund under Gerindra Political Party campaign fund. (2) Four critical dimensions of advertising effectiveness are: empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication - EPIC), either individually or jointly significant effect on voter attitudes variable in the Jakarta area Center. Among the four dimensions of Empathy, Persuasion, Impact, and Communication, which has the most dominant influence is the impact dimension.

U N I V E R S I T A S
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