

ABSTRAK

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Judul Skripsi : Pengaruh Jingle Iklan The Archies – Sugar, Sugar Terhadap Brand Attitude Gulaku
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Penelitian ini bertujuan untuk mengukur pengaruh jingle iklan terhadap brand attitude. dengan menggunakan contoh kasus Jingle Iklan “The Archies – Sugar, sugar” milik Gulaku sebagai variable independen dan Brand Attitude Gulaku sebagai variabel dependen. Pertanyaan penelitian ini adalah: Seberapa besarkah pengaruh jingle iklan The Archies – Sugar, sugar terhadap brand attitude Gulaku?

Penelitian ini menguji teori yang dikemukakan Ehrenberg (1974) yang menjelaskan bahwa iklan dapat mempengaruhi khalayak menghasilkan sekelompok orang yang relatif terus-menerus menggunakan atau membeli produk yang diiklankan dengan melalui beberapa tahap, yaitu awareness, trial dan reinforcement (ATR Model). Lalu, Morris (2010) yang menjelaskan bahwa iklan memiliki peran untuk menciptakan sikap positif terhadap suatu merek atau mengubah sikap negatif menjadi positif.

Penelitian ini menggunakan metode survey. Kuesioner survei dibagikan kepada populasi sampel, dan survei tersebut mencakup pertanyaan tentang jingle iklan, brand attitude, dan informasi demografis. Data yang terkumpul dianalisis menggunakan analisis regresi sederhana untuk mengetahui dan mengukur pengaruh antara jingle iklan dengan brand attitude.

Hasil penelitian menunjukkan bahwa jingle iklan berpengaruh positif terhadap brand attitude sebesar 44.7%. Analisis data menunjukkan bahwa dimensi memorability dan meaningfulness pada jingle iklan memberikan pengaruh paling besar terhadap dimensi konatif brand attitude. Jingle iklan yang mudah diingat, mudah dikenali, dan mengandung pesan deskriptif yang dikemas secara persuasif dapat mempengaruhi sikap khalayak terhadap sebuah merek.

Kata kunci: Pengaruh, Jingle Iklan, Brand Attitude, Sikap Merek, Teori Ehrenbrg, Awareness, Trial, Reinforcement, ATR Model.

ABSTRACT

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Thesis Title : The Effect of The Archies – Sugar, Sugar Ad Jingle on the Brand Attitude of Gulaku
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This study aims to measure the effect of advertising jingles on brand attitude. by using the case example of Gulaku's Advertising Jingle "The Archies – Sugar, sugar" as an independent variable and Gulaku's Brand Attitude as the dependent variable. The research question is: How big is the influence of The Archies ad jingle – Sugar, sugar on the brand attitude of Gulaku?

This study tests the theory put forward by Ehrenberg (1974) which explains that advertising can influence audiences to produce a relatively continuous group of people using or buying the advertised product through several stages, namely awareness, trial and reinforcement (ATR Model). Then, Morrigan (2010) explained that advertising has a role to create a positive attitude towards a brand or change a negative attitude to be positive.

This study uses a survey method. A survey questionnaire was distributed to the sample population, and the survey included questions about advertising jingles, brand attitudes, and demographic information. The collected data were analyzed using simple regression analysis to determine and measure the influence of advertising jingles on brand attitude.

The results showed that advertising jingles had a positive effect on brand attitude by 44.7%. Data analysis shows that the dimensions of memorability and meaningfulness in advertising jingles have the greatest influence on the conative dimension of brand attitude. Advertising jingles that are easy to remember, easy to recognize, and contain descriptive messages that are packaged persuasively can influence audience attitudes towards a brand.

Keywords: Influence, Advertising Jingle, Brand Attitude, Ehrenberg Theory, Awareness, Trial, Reinforcement, ATR Model.