



UNIVERSITAS
MERCU BUANA

Universitas Mercubuana

Fakultas Ilmu Komunikasi

Bidang Studi Advertising and Marketing Communication

Ady Ratna Kemala

44311110122

Pengaruh Terpaan Iklan elevenia.co.id versi Cinta Laura Main Bola 2015 terhadap Minat Beli Khalayak di elevenia.co.id

Jumlah halaman : vii + 80 halaman + 4 lampiran

Bibliografi : 17 acuan, 1997-2014; 5 Artikel Internet; 3 Jurnal

ABSTRAK

Data dari lembaga riset ICD, memprediksi bahwa pasar *online shop* akan tumbuh 42% sepanjang tahun 2015. Fenomena inilah yang mendorong munculnya *marketplace* sebagai wadah berbagai macam *online shop* yang menawarkan berbagai jenis produk. Karena banyaknya *marketplace* yang berkembang di Indonesia mengakibatkan adanya persaingan yang sangat ketat dalam menarik minat beli khalayak, sehingga berbagai macam kegiatan promosi gencar dilakukan diberbagai media. Media televisi merupakan media yang paling marak digunakan karena media televisi paling efektif dalam menyampaikan pesan iklan. Tujuan penelitian ini dilakukan untuk mengetahui pengaruh terpaan iklan televisi elevenia.co.id. versi Cinta Laura main bola 2015 terhadap minat beli khalayak di elevenia.co.id.

Penelitian ini berlandaskan teori dalam buku Kotler (2001), mengenai *Hierarchy Effect Model* (Awareness, Knowledge, Liking, Preference, Conviction, Purchase).

Penelitian ini menggunakan pendekatan kuantitatif dengan tipe penelitian deskriptif. Metode penelitian yang digunakan adalah survei yang dilakukan pada 100 responden dengan teknik sampling acak. Hasil data diolah menggunakan SPSS 22 dengan uji korelasi dan uji regresi.

Hasil penelitian ini adalah untuk membahas adanya pengaruh antara terpaan iklan dengan minat beli khalayak dengan menggunakan elemen-elemen yang terdapat di dalam iklan, yaitu dengan *tagline* yang diucapkan, *tagline* yang terbaca, penggunaan *endorser*, adanya humor dan gambar kategori barang yang dijual terhadap minat beli khalayak. Penelitian ini menyimpulkan bahwa terpaan iklan elevenia.co.id versi Cinta Laura Main Bola 2015 dapat memberikan pengaruh yang signifikan terhadap minat beli khalayak.

Kata Kunci : Terpaan Iklan, Minat Beli



Communication Faculty
Mercu Buana University

THESIS ASSEMBLY APPROVAL SHEET

Name : *Ady Ratna Kemala*
Student ID : *44311110122*
Faculty : *Ilmu Komunikasi*
Study Program : *Marketing Communication and Advertising*
Title : *The Exposure Effect of elevenia.co.id Ad version Cinta Laura Main Bola 2015 to audience's Buying Interest in elevenia.co.id*
Biography : *76 Pages, 17 Books (1997-2014); 5 Internet Article; 3 Journals*

ABSTRACT

Data from ICD research institute, predicts that the online shop market will grow 42% during the year 2015. This phenomenon is encouraging the emergence of the marketplace as a forum for a wide range of online shop that offers various types of products. Due to the large marketplace that is growing in Indonesia resulted in a very tight competition in attracting buying audience, so that a wide range of promotional activities intensively conducted various media. Media Television is a medium that is the most rapidly adopted as the most effective medium of television in conveying advertising messages. This research was conducted to determine the effect of exposure to television advertising elevenia.co.id. version Cinta Laura Playing Football in 2015 against audience's buying interest in elevenia.co.id.

This research is based on theory in the book Kotler (2001), the Hierarchy Effect Model (Awareness, Knowledge, Liking, Preference, Conviction, Purchase).

This study uses a quantitative approach with a descriptive type. The method used was a survey conducted on 100 respondents with a random sampling technique. Results of data processed using SPSS 22 with correlation test and regression test.

Results of this study discusses the tagline spoken, tagline that read, use of endorsers, the humor and the image category of goods sold to the public buying interest. The study concluded that the ad exposure elevenia.co.id version Cinta Laura Playing Football 2015 can have a significant influence on the audience buying interest, thus generated buying interest after seeing the advertising exposure is quite high.

Keyword : Ad Exposure, Buying Interest