

ANALISIS EFEKTIVITAS IKLAN TELEVISI SAMPOERNA HIJAU VERSI “TEMAN BISA JADI PEGANGAN” (STUDI PADA PENDUDUK DESA JERUK SEGER KECAMATAN GEDEG KABUPATEN MOJOKERTO)

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ABSTRACT

This research using the descriptive survey method on people of Desa Jeruk Seger Kab. Mojokerto, entitled Analysis on Sampoerna Hijau TV commercial “Teman Jadi Pegangan” version.

The objective of the research is to analyze the effectivity of the Sampoerna Hijau commercial TV viewed from the dimension of empathy, persuasion, impact, and communication. The research explains the four dimension of EPIC. In the EPIC dimension , empathy explain about whether the consumer like or dislike a commercial and describe the relationship between a commercial with their personality. Persuasion has the role to measure the attraction of a commercial which caused the change of belief, attitude, and the willing of acting to measure the knowledge achieved by the consumer we use impact. While the communication it self gives the information about the consumer skill in remembering the main message and the impression strength left by the message.

The analysis device used in the research is by using the simple tabulating analysis, average score, and scale interval. Each EPIC dimension is analyzed separately by using the average score which then this average value will be put into the decision scale interval from very ineffective to very effective.

The research resulted that the Sampoerna Hijau TV commercial “Teman jadi Pegangan” version is effective by reaching the score of 3,87 on the empathy dimension, effective enough on the impact and persuasion dimension with average score 2,97. Communication dimension is effective enough with average score 3,39. the overall score of the EPIC dimension is 3,28. According to the result, Sampoerna Hijau TV Commercial “Teman Jadi Pegangan” version is effective enough viewed from the EPIC dimension.