

## ABSTRAK

### HUBUNGAN ANTARA FAKTOR *INFORMATIVE*, *PERSUASIVE*, DAN *EDUCATIVE* DENGAN NILAI IKLAN PADA MEDIA TELEVISI (Studi Kasus Iklan Kartu *Cellular FREN by Mobile 8* dan Mahasiswa Tiga Perguruan Tinggi Swasta Terbesar di Yogyakarta)

Feny Wiendrayati  
Universitas Sanata Dharma  
Yogyakarta  
2005

Penelitian ini bertujuan untuk mengetahui: (1) Apakah iklan kartu *Cellular FREN by Mobile 8* di televisi menurut pendapat mahasiswa lebih *informative*, *persuasive*, dan *educative* atau tidak daripada di media lain, (2) Apakah ada hubungan antara faktor *informative*, *persuasive*, dan *educative* dari iklan di televisi yang dibandingkan dengan di media lain dengan nilai iklan di televisi pada iklan kartu *Cellular FREN by Mobile 8*.

Jumlah sampel penelitian ini sebanyak 150 orang yang diambil dari tiga PTS terbesar di Yogyakarta, dan untuk pengumpulan datanya digunakan kuesioner. Teknik analisis data untuk mencapai tujuan penelitian pertama adalah menghitung rata-rata skor masing-masing faktor *informative*, *persuasive*, dan *educative*. Untuk mencapai tujuan penelitian kedua digunakan teknik korelasi *Product Moment*.

Dari penelitian ditemukan bahwa: (1) Menurut mahasiswa iklan kartu *Cellular FREN by Mobile 8* di televisi lebih *informative*, *persuasive*, dan *educative* daripada di media lain, (2) Ada hubungan positif antara faktor *informative*, *persuasive*, dan *educative* dari iklan di televisi yang dibandingkan dengan di media lain dengan nilai iklan di televisi pada iklan kartu *Cellular FREN by Mobile 8*.

## **ABSTRACT**

### **THE RELATIONSHIP BETWEEN INFORMATIVE, PERSUASIVE, AND EDUCATIVE FACTORS WITH ADVERTISING VALUE IN TELEVISION (A Case Study on Advertising of FREN Cellular Card by Mobile 8 and University Students of Three Biggest Private Universities in Yogyakarta)**

**Feny Wiendrayati  
Sanata Dharma University  
Yogyakarta  
2005**

The objectives of this research are to find out: (1) whether the advertising of FREN Cellular Card by Mobile 8 in television is more informative, persuasive, and educative than in other mass medias; (2) whether there is a relationship between informative, persuasive, and educative factors of advertising in television, compared with other media, and the television advertising value of FREN Cellular Card by Mobile 8 in television.

The research sample consists of 150 student respondents, selected from the three biggest private universities in Yogyakarta. The technique for data collection is questionnaire. The researcher calculates the average score of each of the informative, persuasive, and educative factors. And to answer the second objective, the researcher uses Product Moment correlation.

The result of the research shows that: (1) according to the students of the three universities, the advertising of FREN Cellular Card by Mobile 8 in television is more informative, persuasive, and educative than that in other medias; (2) there is a positive relationship between the informative, persuasive, and educative factors of the advertising in television, compared with other medias, and the advertising value of the television advertising of FREN Cellular Card by Mobile 8.