

**ABSTRAK**

**PERSEPSI MASYARAKAT ATAS PERIKLANAN  
MEDIA IKLAN LUAR RUANG PADA MEDIA BALIHO  
DI KOTA YOGYAKARTA**

**YOHANES CAHYO WIJONARKO  
012214163**

**UNIVERSITAS SANATA DHARMA  
YOGYAKARTA  
2006**

Penelitian ini bertujuan untuk: (1) mengetahui karakteristik audiens periklanan media iklan luar ruang pada media baliho, (2) mengetahui persepsi masyarakat (audiens) terhadap media iklan luar ruang pada media baliho.

Teknik pengumpulan data yang digunakan adalah teknik observasi, kuesioner, studi pustaka, dan dokumentasi, Teknik analisis data yang digunakan adalah: analisis persentase, analisis rata-rata, analisis diagram, analisis *one way anova*, analisis *post hoc test Tukey – Beferroni*, dan analisis tabulasi silang.

Dari analisis data diketahui bahwa: (1) audiens sebagian besar memiliki jenis kelamin wanita, tingkat usia 17-25th, tingkat pendidikan perguruan tinggi, dan berstatus tidak bekerja, (2) audiens secara umum mempersepsikan bahwa media iklan luar ruang pada media baliho menarik perhatian.

## **ABSTRACT**

# **PEOPLE'S PERCEPTION ON BALLYHOO OUTDOOR ADVERTISEMENT MEDIA IN YOGYAKARTA**

**YOHANES CAHYO WIJONARKO  
012214163**

**SANATA DHARMA UNIVERSITY  
YOGYAKARTA  
2006**

This research aims to: (1) identify characteristics of the audience of ballyhoo, outdoor advertisement media, (2) know people's perception on the ballyhoo, outdoor advertisement media.

Techniques used in the data gathering were observation, questionnaire, library research, and documentation. To analyze the data collected researcher applies percentage based analysis, rate analysis, diagram analysis, one way ANOVA, post hoc test Tukey – Beferroni analysis and cross tabulation analysis.

The results show as follow. (1) Most of the audience was women, aged between 17-25, of college educated, and unemployed. (2) People concluded that ballyhoo, outdoor advertisement media, was considered attractive.