

ABSTRAK

KREATIVITAS IKLAN DAN BRAND IMAGE KONSUMEN Studi Kasus Atas Iklan Kopi Nescafe dan Kopi ABC Di Super Swalayan Semarang

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Tujuan penelitian ini adalah, 1) Untuk mengetahui pendapat/persepsi konsumen mengenai kreativitas iklan-iklan kopi Nescafe dan kopi ABC di televisi dan 2) Untuk mengetahui pengaruh kreativitas iklan dari kopi Nescafe dan kopi ABC terhadap *brand image* produk yang diiklankan.

Penelitian ini dilakukan di Super Swalayan, Jl Kelud Raya No.52 Semarang antara tanggal 19 Juli 2005 – 7 Agustus 2005. Subyek penelitian ini adalah para pengunjung Super Swalayan yang dipilih berdasarkan kriteria tertentu. Pengumpulan data dilakukan dengan cara wawancara dan kuesioner. Analisis data yang dilakukan dengan komparasi tendensi sentral, uji *t* dan analisis regresi sederhana.

Hasil penelitian adalah, 1) komparasi tendensi sentral untuk iklan kopi Nescafe dipandang lebih kreatif daripada iklan kopi ABC (\bar{X} kopi Nescafe = 3,9912 > \bar{X} kopi ABC = 3,8147 ; $p \leq 0,05$) dan, 2) kreativitas iklan kopi Nescafe dan kopi ABC berpengaruh positif dan signifikan terhadap pembentukan *brand image* produk-produk tersebut. Masing-masing adalah untuk kopi Nescafe dan kopi ABC, variasi *brand image* yang dapat dijelaskan oleh kreativitas iklan sebesar 37,7% dan 41%, sedangkan sisanya di sebabkan oleh faktor-faktor lain.

ABSTRACT

ADVERTISEMENT CREATIVITY AND CONSUMER BRAND IMAGE A Case Study of Nescafe Coffee and ABC Coffee Advertisements At Super Swalayan Semarang

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The study aimed at 1) discovering the consumers' response / perception of advertisement creativity of Nescafe Coffee and ABC Coffee on television; and 2) determining the effect of advertisement creativity of Nescafe Coffee and ABC Coffee on the brand image of the advertised products.

The study was conducted at Super Swalayan, Jl Kelud Raya No. 52 Semarang on July 19 – August 7th, 2005. Subjects were customers of Super Swalayan selected on the specified criteria. Data collection was conducted using interviews and questionnaires. Data analysis was conducted using central tendency comparison, t-test, and simple regression analysis.

The results of the study demonstrated that; 1) from the central tendency comparison for coffee advertisements, Nescafe Coffee ad was considered as more creative than ABC Coffee ad ($\bar{X} = 3.9912 > \bar{X} = 3.8147$; $p \leq 0.05$) and; 2) both Nescafe Coffee and ABC Coffee advertisements creativity positively and significantly influenced the brand image of the products. For Nescafe Coffee and ABC Coffee, the brand image variations explained by the creativity of advertisement were 37.7% and 41% respectively, while other factors were responsible for the rest.