ABSTRAK

ANALISIS
SIKAP KONSUMEN TERHADAP IKLAN PRODUK CREAM PEMUTIH WAJAH MEREK POND'S DAN PIXY DI TELEVISI
Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta

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Tujuan penelitian ini yaitu 1) untuk mengetahui apakah sikap konsumen terhadap iklan produk cream pemutih wajah merek Pond's lebih baik dibanding iklan produk cream pemutih wajah merek Pixy di televisi. 2) untuk mengetahui ada tidaknya perbedaan sikap konsumen terhadap penyampaian pesan iklan, kemudahan untuk diingat, kemampuan dalam menarik perhatian, dan penampilan iklan secara keseluruhan dari iklan produk cream pemutih wajah merek Pond's dan Pixy di televisi.

Penelitian dengan studi kasus dilakukan pada bulan Maret sampai April 2003. Metode pengumpulan data yang digunakan adalah observasi, wawancara, dan kuesioner. Populasi dalam penelitian ini adalah mahasiswi Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta angkatan 1999, 2000, 2001, dan 2002 yang pernah melihat iklan produk cream pemutih wajah merek Pond's dan Pixy di televisi. Sampel yang diteliti sebesar 100 responden. Metode analisis data menggunakan uji *Semantic Differential Scales* dan uji *Chi-square*.

Hasil analisis data menunjukan bahwa 1) sikap konsumen terhadap iklan produk cream pemutih wajah merek Pond's lebih baik dibanding iklan produk cream pemutih wajah merek Pixy di televisi. 2) terdapat perbedaan yang signifikan sikap konsumen terhadap iklan produk cream pemutih wajah merek Pond's dan Pixy di televisi dari segi penyampaian pesan iklan yang dapat dilihat dari nilai X^2_{hitung} sebesar 56.016 > X^2_{tabel} sebesar 9.488, dari segi kemudahan untuk diingat yang dapat dilihat dari nilai X^2_{hitung} sebesar 84.591 > X^2_{tabel} sebesar 9.488, dari segi kemampuan dalam menarik perhatian yang dapat dilihat dari nilai X^2_{hitung} sebesar 91.865 > X^2_{tabel} sebesar 9.488, dari segi penampilan iklan secara keseluruhan yang dapat dilihat dari nilai X^2_{hitung} sebesar 81.455 > X^2_{tabel} sebesar 9.488.

ABSTRACT

ANALYSIS
CONSUMER ATTITUDE TOWARDS ADVERTISEMENT OF FACE WHITENING CREAM PRODUCT OF POND'S AND PIXY ON TELEVISION
A Case Study on Students of The Faculty of Economics of Sanata Dharma University Yogyakarta

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This research has two aims to achieve. The first one is to know wheter the attitude towards on – TV advertisement of face whitening cream product of Pond's is better than the attitude towards that of face whitening cream product of Pixy. The second one is know whether there is difference in consumer attitude towards advertisement message, easiness to be remembered, ability to attract consumers interest, and advertisement appearance as a whole of the on – TV advertisement of the face whitening cream product of Pond's and Pixy.

The research was conducted from March until April 2003. The methods of data collection used are observation, interview, and questionnaire. The population in this research is femele students of the Economic Faculty of Sanata Dharma University Yogyakarta generation 1999, 2000, 2001, and 2002 who have seen on – TV advertisement of the face whitening cream product of Pond's and Pixy. The number of the sample is 100. The analysis methods used are Semantic Differential Scales Test and Chi-Square test.

The result of the analysis data indicates that, first, consumer attitude towards on – TV advertisement of face whitening cream product of Pond's better is better than consumer attitude towards that of face whitening cream product of Pixy; secound, there is significant difference in consumer attitude towards on – TV advertisement of face whitening product of Pond's and Pixy from the aspect of advertisement message which is indicated by the value of calculated X^2 of 56.016 which is bigger than the value X^2 9.488, from the easiness to be remembered which is indicated by the value X^2 of 84.591 X^2 higher than the value of X^2 9.488, from the ability to attract consumers interest which is show by the value of calculated X^2 of 91.865 higher than the value X^2 of 9.488, from advertisement appearance which is show by the value of calculated X^2 of 81.455 higher than the value of X^2 of 9.488.