

INTISARI

Informasi mengenai jamu pelangsing sangat mudah didapat melalui iklan diberbagai media. Iklan merupakan salah satu media bagi produsen untuk mengenalkan produknya kepada konsumen. Tujuan penelitian adalah mengetahui persepsi konsumen tentang iklan jamu pelangsing di televisi dan mengetahui hubungan antara persepsi konsumen dengan motivasi pemilihan.

Jenis penelitian adalah observasional dengan rancangan penelitian *cross sectional*. Pengambilan sampel menggunakan *quota sampling* dengan jumlah subjek 100 orang. Instrumen yang digunakan adalah kuisisioner dengan skala likert. Data dianalisis secara deskriptif dan statistik korelasi menggunakan uji Spearman.

Hasil penelitian menunjukkan responden berjenis kelamin wanita (75%), usia 21-25 tahun (53%), pendidikan terakhir SMA (52%), berstatus mahasiswa (52%), belum berpenghasilan (48%). Jamu pelangsing yang banyak digunakan adalah ST (29%). Karakteristik perilaku menunjukkan responden menonton televisi selama 1-5 jam setiap hari (60%), menonton iklan jamu pelangsing dalam sehari 1-5 kali (65%), iklan jamu pelangsing yang sering dilihat adalah NS (25%). Persepsi konsumen tentang iklan tersebut yang cenderung setuju sudah menyampaikan indikasi (51%), spot peringatan (53%), komposisi (52%), kontraindikasi (73%), khasiat (78%), merek dagang (62%), nama industri farmasi (64%). Kecenderungan tidak setuju mengenai efek samping (75%) dan pencantuman kata JAMU (51%). Hasil penelitian menunjukkan tidak ada hubungan yang signifikan ($r = 0,181$ dan $p > 0,05$) antara persepsi konsumen tentang iklan jamu pelangsing di televisi dengan motivasi pemilihan jamu pengunjung tetap 5 pusat kebugaran di kota Yogyakarta.

Kata Kunci : Persepsi, Iklan, Jamu Pelangsing.

ABSTRACT

The information about slimming herb today is easy to find through the advertisements in various medias. Advertisement is a media for producers to promote their products to consumers. This study aims to know the consumer's perception towards slimming herb advertisement on television and to know the relation between consumer's perception toward slimming herb advertisement with the motivation of selection.

The research type is observational with *cross sectional*. The sample removal uses quota sampling with the quantity of its subjects are 100 people. The instruments used are questionnaire with likert scale measurement. The data is analyzed descriptively and correlation statistic uses Spearman test.

The research output shows the amount of female respondents (75%), aged 21-25 years old (53%), senior high school latest education (52%), College students (52%), have no salary yet (48%). The slimming herb mostly used is ST (29%). The respondent's behavior characteristics shows they watch television for 1-5 hours a day (60%), watch the slimming herb advertisement 1-5 hours a day (65%), the slimming herb advertisement frequently watched is NS (25%). The agreement indication of consumer's advertisement perception (51%), warning spot (53%), composition (52%), contraindication (73%), permit (78%), brand product (62%), and industry's name (64%). The disagreement tendency about the side effect (75%) and the inclusion of the word HERB (51%). The result illustrates there is no significant relation ($r=0,181$ and $p>0,072$) between consumer's perception toward slimming herb advertisement on television with the permanent visitors of herb selection motivation in 5 fitness centers in Yogyakarta.

Keywords: Perception, Advertisement, and Slimming Herb.