

## **ABSTRAK**

### **HUBUNGAN BIAYA PROMOSI TERHADAP JUMLAH PENDAPATAN PEMASANGAN IKLAN PADA RADIO GCD FM GUNUNG KIDUL**

**JHONEDI  
UNIVERSITAS SANATA DHARMA  
YOGYAKARTA  
2004**

Penelitian ini bertujuan untuk mengetahui hubungan biaya promosi terhadap jumlah pendapatan pemasangan iklan pada radio GCD FM selama tahun 2002 – 2003. Dalam penelitian ini akan dilihat hubungan biaya promosi secara keseluruhan dan hubungan tiap-tiap biaya promosi.

Jenis penelitian yang dilakukan berupa studi kasus. Data penelitian dikumpulkan dengan teknik kuisioner, dokumentasi dan wawancara. Teknik analisis yang digunakan adalah (1) analisis korelasi ganda R, (2) analisis korelasi parsial.

Berdasarkan hasil penelitian dan pengujian statistik yang telah dilakukan diperoleh hasil sebagai berikut : (1) analisis korelasi ganda R diperoleh dengan R sebesar 0.997 dan F table sebesar 6.59 dan F hitung sebesar 513,759. Maka dapat disimpulkan bahwa F hitung > F table menunjukkan bahwa terdapat korelasi positif yang sangat kuat dan memenuhi kriteria uji signifikansi antara biaya promosi keseluruhan dengan jumlah pendapatan pemasangan iklan. (2) berdasarkan analisis korelasi parsial untuk masing-masing biaya promosi ( biaya periklanan, biaya publisitas dan biaya promosi penjualan ) dengan jumlah pemasangan iklan. Untuk biaya periklanan dan biaya promosi penjualan masing-masing menunjukkan harga  $r_{1y-23}$  sebesar 0.461, harga  $r_{3y-12}$  sebesar 0.508, dan t tabel sebesar 2.132 jadi dapat disimpulkan t hitung < t table, berarti tidak memenuhi kriteria uji signifikansi. Sedangkan korelasi antara biaya publisitas dengan jumlah pemasangan iklan menunjukkan harga  $r_{2y-13}$  sebesar 0.983 dan t hitung > t tabel, berarti terdapat korelasi positif dan memenuhi uji signifikansi.

## **ABSTRACT**

### **THE RELATIONSHIP BETWEEN THE COST OF PROMOTION AND THE AMOUNT OF ADVERTISEMENT INCOME AT RADIO GCD FM GUNUNG KIDUL**

**JHONEDI M KARO-KARO  
SANATA DHARMA UNIVERSITY  
YOGYAKARTA**

**2004**

The research aimed at finding out the relationship between the cost of promotion and the amount of advertisement income at Radio GCD FM Gunung Kidul from 2002 until 2003. This research would find out the whole promotion cost and the relationship among each of the promotion costs.

This research was a case study. All research data were collected by using questionnaire, documentation, and interview techniques. The technique used for analyzing the data were (1) multiple R correlation analysis, (2) Partial Correlation analysis.

Based on the result of the research and the statistic testing, the research found that : (1) multiple R Correlation analysis showed R as much as 1.997, F table as much as 6.59, and counted F as much as 513.759, so it could be concluded that counted  $F > F$  table meaning that there was strong and positive correlation and it fulfilled the significance test criteria between the whole cost promotion and the amount of advertisement income. (2) Based on the partial correlation analysis for each of the promotion costs ( advertising cost, publicity cost, and selling promotion cost ) with the amount of advertisement income it could be obtained the following results. For advertising cost and selling promotion cost, it showed that the value of  $r_{1y-23}$  was 0.461, the value of  $r_{3y-12}$  was 0.508, and t table was 2.132, so it could be concluded that counted  $t < t$  table, meaning that it did not fullfil the significance test criteria. The correlation between publicity cost and the amount of advertisement income showed the value of  $r_{2y-13}$  was 0.983 and counted  $t > t$  table, meaning that there was positive correlation and it fulfilled the test of significance.