

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana sikap konsumen terhadap media iklan honda astrea supra, dan apakah terdapat perbedaan sikap konsumen terhadap media iklan surat kabar dan media iklan televisi yang di dasarkan pada tingkat pendapatan dan tingkat pendidikan.

Yang menjadi sampel penelitian ini adalah masyarakat di kecamatan Minggir, Sleman, Yogyakarta. Sampel diambil dengan metode *purposive random sampling*, dan data dianalisis dengan analisis of varians (ANOVA).

Hasilnya menunjukkan bahwa 88% dari masyarakat Minggir, Sleman, Yogyakarta bersikap positif terhadap media iklan surat kabar dan 95% dari masyarakat Minggir, Sleman, Yogyakarta bersikap positif terhadap media iklan televisi, yang artinya bahwa sikap konsumen sangat menerima atau mendukung terhadap media iklan yang digunakan oleh perusahaan. Tidak ada perbedaan sikap konsumen terhadap media iklan Honda Astrea Supra antara media iklan surat kabar dan media iklan televisi yang di dasarkan pada tingkat pendapatan dan tingkat pendidikannya.

## ABSTRACT

The consumers' attitude toward the advertising media of "Honda Astrea Supra"  
A case study at Kecamatan Minggir, Sleman, Yogyakarta, 2001

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The aims of this research were to know the consumers' attitude toward the advertising media of "Honda Astrea Supra", and to find out whether or not there was a difference in consumers' attitude toward newspapers media and television media based on their income level and educational level.

The sample of this research were the people at Kecamatan Minggir, Sleman, Yogyakarta. *Purposive random sampling* method was used to take the sample. The data was analyzed by using an Analysis of Variant (ANOVA).

The result of this research showed that 88% of Minggir people had a positive attitude toward advertising of newspapers and 95% of them had a positive attitude toward advertising media of television. There was no difference of consumers' attitude toward advertising media of "Honda Astrea Supra" through the television and the newspapers based on their income level and educational level.