

ABSTRAK

GAMBARAN PERSEPSI ANAK TERHADAP IKLAN DI TELEVISI

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2005

Penelitian ini bertujuan untuk mendapatkan gambaran tentang apa yang menjadi perhatian seorang anak pada iklan televisi, iklan apa atau seperti apa yang disukai dan diperhatikan anak, dan untuk mendapatkan gambaran mengenai persepsi anak terhadap iklan di televisi.

Penelitian ini merupakan penelitian kualitatif. Data dalam penelitian diperoleh melalui wawancara perorangan (10 orang) kepada anak-anak yang berusia antara 7 - 12 tahun, dengan metode wawancara terfokus atau semi terstruktur.

Hasil penelitian ini menunjukkan bahwa stimulus yang paling menarik perhatian anak adalah gerakan. Iklan yang disukai dan diperhatikan anak adalah iklan yang lucu atau mengandung humor. Proses persepsi anak yang terjadi adalah melalui eksposur (*exposure*). Yaitu ketika anak menyebutkan nama iklan yang disukainya. Kemudian anak menjelaskan mengapa ia menyukai iklan tersebut. Setelah itu anak menceritakan iklan tersebut. Anak juga menyebutkan faktor stimulus yang paling diperhatikan (*attention*). Yaitu gerakan model yang lucu dan menarik. Setelah itu anak menginterpretasi (*interpretation*) berdasarkan dengan adanya informasi atau pengalaman masa lalu tentang produk. Kemudian termanifestasi pada perilakunya, yaitu membeli atau tidak membeli produk.

ABSTRACT

THE DESCRIPTION OF CHILDREN'S PERCEPTION ON TELEVISION ADVERTISEMENT

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This research was aimed to get the description on what became the attention of the children in some advertisements of television, what advertisement they liked and paid their attention, and to get the description on perception of the children for advertisement in the television.

The research was the qualitative research. The data of this research were obtained by individual interview (with 10 children) from children whose ages were 7 to 12 years old, using a focused or semi-structured interview method.

The results of this research indicates that the stimulus which strongly interested for children was movement. The advertisement which was liked by the children and which was paid their attention by the children were funny or humorous advertisement. The perception process happened to children were exposure, when the children mentioned the advertisement which they liked most and then explained why they liked the advertisement. After that they described the advertisement. The children also mentioned stimulus factor which was paid their attention most. That was a funny and interesting model's movement. After that they interpreted it based on past information or past experience on products. It manifested in their behavior; buy or weren't buy the products.