

ABSTRAK

STUDI DESKRIPTIF TENTANG DAMPAK KOMUNIKASI PROMOSI “TORABIKA” TERHADAP PERILAKU KONSUMEN DITINJAU DARI MODEL HIRARKI DAMPAK

Penelitian bertujuan untuk mengukur dan mendeskripsikan dampak komunikasi promosi “Torabika” terhadap perilaku konsumen dengan menggunakan pendekatan model hirarki dampak. Komunikasi promosi “Torabika” adalah berupa *TV show product placement* dalam *reality show* “Indonesian Idol II”. Perilaku yang diukur adalah *awareness*, *comprehension*, *interest*, *intention*, dan *action* konsumen terhadap merek dan produk “Torabika”. Konsumen dalam penelitian ini adalah penerima pesan promosi, yaitu penonton “Indonesian Idol II”.

Penelitian melibatkan 125 orang responden berusia 16-34 tahun di Kota Yogyakarta. Metode pengumpulan data menggunakan wawancara pribadi semi terstruktur secara cegatan. Instrumen menggunakan pedoman wawancara dan lembar pencatatan respon yang dibuat oleh peneliti.

Hasil penelitian menunjukkan komunikasi promosi “Torabika” berdampak pada *awareness* konsumen terhadap merek dan produk “Torabika” sebesar 42,4% dengan *comprehension* sebesar 100%; *interest* sebesar 28,3%; *intention* sebesar 53,3%, dan *action* sebesar 87,5%. Hasil penelitian memiliki implikasi terhadap studi perilaku konsumen dan pengembangan strategi promosi.

ABSTRACT

THE DESCRIPTIVE STUDY ABOUT THE EFFECTS OF TORABIKA'S PROMOTIONAL COMMUNICATION ON CONSUMER BEHAVIOR APPROACHED BY THE HIERARCHY OF EFFECTS MODEL

The research aimed to measure and to describe the effects of Torabika's promotional communication on consumer behavior within the framework of the hierarchy of effects model. The Torabika's promotional communication was TV show product placement in "Indonesian Idol II" reality show. The measured behaviors were awareness, comprehension, interest, intention, and action of the consumer toward the Torabika's brand and products. The consumers in this research were the receivers of the promotional message: the audiences of "Indonesian Idol II".

The research involved 125 respondents with ages between 16-34 years old in Yogyakarta City. The data collected by semi-structured personal interviews held by interception. The instruments were interview guides and record forms designed by researcher.

The results showed that the effects of Torabika's promotional communication on consumers' awareness was 42,4% with 100% of comprehension; 28,3% of interest; 53,3% of intention; and 87,5% of action toward the Torabika's brand and products. The results had several implications for the study of consumer behavior and the development of promotional strategy.