

STUDI DESKRIPTIF :
PENILAIAN REMAJA PUTRI TERHADAP *CELEBRITY ENDORSERS*
DALAM IKLAN KOSMETIK

Fabiana Adi Kusumaningrum

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana penilaian remaja putri terhadap *celebrity endorsers* dalam iklan kosmetik. Iklan kosmetik pada televisi banyak yang menggunakan selebritis sebagai bintang iklan guna menarik perhatian dan pada akhirnya mampu membujuk khalayak untuk membeli. Penelitian ini menggunakan metode deskriptif kuantitatif dan menggunakan alat ukur yang dibuat berdasarkan Model VisCAP yang dikembangkan J. R. Rossiter dan L. Percy. Data dianalisis menggunakan teknik *SPSS for Windows 15.00*. Penelitian ini melibatkan 106 remaja putri yang berusia 16-18 tahun. Skala penilaian *celebrity endorser* memiliki reliabilitas yang baik, yaitu 0,943 Hasil tersebut menunjukkan bahwa remaja putri secara keseluruhan memiliki penilaian yang rendah terhadap *celebrity endorser*. Hasil analisis deskriptif total nilai *mean* empiris 132,63 atau lebih rendah dari *mean* teoritis sebesar 140. Pada tiap karakter *mean* teoritik yang digunakan adalah 2.5 dan *mean* empiris yang diperoleh dari *mean visibility* 2.36, *expertise* 2.30, *objectivity* 2.35, *likability* 2.43, *similarity* 2,34, dan *power* 2,41. Hasil uji-t menunjukkan adanya perbedaan yang signifikan pada karakter *expertise*, *objectivity*, *visibility*, *similarity*, dan *power*. Sedangkan, karakter yang memiliki perbedaan tidak signifikan adalah karakter *likability*.

Kata kunci: penilaian, *celebrity endorser*, iklan kosmetik

**DESCRIPTION STUDY:
THE VALUATION OF ADOLESCENT FEMALE ABOUT CELEBRITY
ENDORSER IN COSMETIC ADVERTISEMENT**

Fabiana Adi Kusumaningrum

ABSTRACT

This research aimed to know the valuation of adolescent female about celebrity endorser in cosmetic advertisement. Many of the cosmetic advertisements in television used celebrity as the presenter to get attention and finally can persuade the audience to buy. The method used in this research was quantitative descriptive and the instrument of measuring which made by VisCAP Models based on J. R. Rossiter and L. Percy theory. And then, the data was collected from scale, and was analyzed by using SPSS for Windows 15.00 technique. The subject of this research was 106 teenage girls aged 16-18 years old.. The value of reliability of the valuation about celebrity endorser scale was 0,943. The result of the data analyzed showed that overall adolescent female had low valuation about celebrity endorser in cosmetic advertisement. The result of descriptive analyzed obtained mean empiric 132,63 or less then mean theoretical 140. In each character, mean theoretical used was 2.5 and the mean empiric obtained from visibility is 2.36, expertise was 2.30, objectivity was 2.35, likability was 2.43, similarity was 2.34, and power was 2,41. The results of the t-test showed a significant difference in the character of expertise, objectivity, visibility, similarity, and power. Meanwhile, the characters have no significant difference is the character likability.

Keywords: valuation, celebrity endorser, cosmetic advertisement