

ABSTRAK

**ANALISIS PENGARUH DAYA TARIK IKLAN TELEVISI TOKOPEDIA
TERHADAP *BRAND AWARENESS***

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah daya tarik iklan televisi Tokopedia berpengaruh pada *brand awareness* atau kesadaran merek. Penelitian ini dilakukan pada bulan Juni 2016 melalui bantuan *google form* (kuesioner *online*). Populasi pada penelitian ini adalah mahasiswa Universitas Sanata Dharma Yogyakarta. Pengambilan sampel menggunakan teknik *purposive sampling*. Data penelitian diperoleh melalui kuesioner *online* tentang daya tarik iklan dan *brand awareness* kepada 100 responden. Metode pengujian instrumen yang digunakan adalah pengujian validitas dan reliabilitas. Teknik analisis data yang digunakan adalah teknik deskriptif kuantitatif, analisis regresi linier sederhana dan uji t. Hasil penelitian menunjukkan bahwa daya tarik iklan televisi Tokopedia berpengaruh terhadap *brand awareness*.

Kata Kunci : Daya tarik iklan televisi dan *brand awareness*.

ABSTRACT

**THE ANALYSIS OF INFLUENCE OF TOKOPEDIA'S TELEVISION
ADVERTISEMENT ON BRAND AWARENESS**

Case Study on Students of Sanata Dharma University of Yogyakarta

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This study aims to know whether the the attractiveness of Tokopedia's television advertisement influences the brand awareness. This research was conducted during June 2016 through google form (online questionnaire). The population of this study was student of Sanata Dharma University of Yogyakarta. The research data were collected through online questionnaire about the appeal of advertisement and brand awareness for 100 respondents. The methods for testing the research instruments used were validity and reliability test. The data analysis techniques used are quantitative descriptive techniques, simple linear regression analysis and t test. The results show that the attractiveness of television advertisement of Tokopedia influences the brand awareness.

Keywords: appeal of television advertising and brand awareness.