

ABSTRACT

Reza Sukma Rijayati, Communication Science Study Program, Faculty of Social, Politics and Computer Sciences, Djuanda University, 2023, The Attractiveness of Shopee Advertising on Television as an Influence on Consumer Purchase Interest, Supervisor I: Desi Hasbiyah S.Sc., M.I.Kom. Supervisor II: Agustini, Dra., M.Si.

Television advertisements are a significant means of disseminating information in Indonesia. The effective impact of repeated television commercials is to get more attention from each individual exposed to the advertising message so that the individual is open and accepts the messages contained in the television advertisement. Shopee is one of the marketplaces which pays attention to the wants and needs of its consumers, besides that Shopee also always introduces and in stills *images* for consumers to their brands through various advertising media including television advertising media.

The research objective was to determine the effect of the attractiveness of Shopee advertisements on television on consumer buying interest. The theory used the theory of individual differences, namely differences between individuals as targets of the mass media when they are exposed to them, causing certain effects.

Survey research method with explanative quantitative descriptive type. The population in were all employees of CV. Shafa Marwa has 66 employees. The number of samples used was 66 employees with a census sampling technique. Data collection through questionnaires, documentation, and interviews. Data analysis using formula weighted *means score*, percentage descriptive analysis and regression analysis linear multiply by using IBM *SPSS 26 Version for Windows*.

The results demonstrated that the attractiveness of shoppe advertisements on television and television advertisements simultaneously had an effect on consumer buying interest so H_a accepted and H_0 rejected.

The conclusion of the study is that part there is a strong and significant influence on the attractiveness of Shopee advertisements on television on the consumer buying interest in CV. Shafa Marwa.

The suggests that consumers should not be easily influenced by promos in advertisements. Consumers should check the terms and conditions of the promo. In addition, consumers must also read information about the product before making a purchase online so that the product purchased is in accordance with what is needed.

Keywords: attractiveness, television advertising, buying interest, shopee



ABSTRAK

Reza Sukma Rijayati, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial Ilmu Politik dan Ilmu Komputer, Universitas Djuanda, 2022, Daya Tarik Iklan Shopee di Televisi Sebagai Pengaruh Terhadap Minat Beli Konsumen, Pembimbing I : Desi Hasbiyah S.Si., M.I.Kom., Pembimbing II : Agustini , Dra., M.Si.

Hadirnya iklan televisi menjadi sarana penyebaran informasi yang cukup signifikan di Indonesia. Dampak efektif dari tayangan iklan televisi yang berulang kali yaitu memperoleh perhatian lebih dari setiap individu yang terkena terpaan pesan iklan tersebut, sehingga individu tersebut terbuka dan menerima pesan-pesan yang ada pada iklan televisi. Shopee adalah salah satu *marketplace* yang memperhatikan keinginan dan kebutuhan konsumennya, selain itu Shopee juga selalu memperkenalkan dan menanamkan *image* bagi konsumen terhadap mereknya melalui berbagai media periklanan termasuk media iklan televisi.

Tujuan penelitian untuk mengetahui pengaruh daya tarik tayangan iklan shopee di televisi terhadap minat beli konsumen. Pendekatan teori komunikasi menggunakan teori perbedaan individu yaitu perbedaan diantara individu sebagai sasaran media massa ketika terkena terpaan sehingga menimbulkan efek tertentu.

Metode penelitian survey dengan deskriptif kuantitatif jenis eksplanatif. Populasi dalam penelitian ini seluruh karyawan CV. Shafa Marwa berjumlah 66 karyawan. Jumlah sampel yang digunakan 66 karyawan dengan teknik sampling sensus atau total. Teknik pengumpulan data dengan menggunakan kuesioner, dokumentasi, dan wawancara. Analisis data menggunakan rumus *weighted means score*, analisis deskriptif persentase dan analisis regresi liner berganda dengan menggunakan *IBM SPSS for Windows versi 26*.

Hasil penelitian menunjukkan daya tarik iklan shopee di televisi dan tayangan iklan televisi secara simultan berpengaruh terhadap minat beli konsumen sehingga H_a diterima dan H_o ditolak.

Kesimpulan penelitian secara parsial terdapat pengaruh yang kuat dan signifikan daya tarik iklan shopee di televisi terhadap minat beli konsumen karyawan CV. Shafa Marwa.

Saran penelitian hendaknya konsumen tidak mudah terpengaruh promo dalam tayangan iklan. Sebaiknya konsumen mengecek syarat dan ketentuan promo. Selain itu konsumen juga harus membaca informasi seputar produk sebelum melakukan pembelian secara *online* agar produk yang dibeli sesuai dengan yang dibutuhkan.

Kata Kunci : daya tarik, iklan televisi, minat beli, shopee