

**PENGARUH DAYA TARIK IKLAN COKELAT GODIVA
MELALUI *FACEBOOK* DALAM MENINGKATKAN *BRAND
AWARENESS***

(Survei pada *Member Facebook* Pecinta Cokelat)

DYAH DHANASAWARA PRAMATHANA

ABSTRAK

New media atau media online yang membanjiri konsumen dengan bermacam iklan produk melalui *social media* salah satunya adalah *facebook*. Ketika sebuah iklan mempunyai daya tarik, maka, pesan yang disampaikan akan diterima dengan baik oleh konsumen dan akan membentuk kesadaran merek. Di antara sekian banyak cokelat, peneliti memilih cokelat Godiva, karena penulisan ini hanya berfokus pada *platform Facebook* dan *member* grup pecinta cokelat yang cukup mengenal tentang berbagai merek produk cokelat, namun belum tentu tahu merek Godiva (*unaware*). Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh daya tarik iklan cokelat godiva melalui *Facebook* dalam meningkatkan *brand awareness*. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif dan metode survei. Pengambilan sampel sebanyak 100 responden dilakukan dengan menggunakan teknik *random sampling*. Selanjutnya, metode pengumpulan data yang di gunakan adalah melalui kuesioner, serta survei pada *member Facebook* pecinta cokelat. Hasil penelitian menunjukkan perhitungan uji signifikansi hipotesis atau uji t, diperoleh t hitung yaitu sebesar 23,66 > t table 1,661, maka H_0 ditolak dan H_a diterima. Sementara, determinasi menggunakan SPSS versi 21, dapat menyimpulkan bahwa perhitungan nilai korelasi (r) = 0,923 dan nilai r square yaitu 0,852. Sehingga, dapat dijelaskan 85,2% *brand awareness* (Variabel Y) ditentukan oleh pengaruh Daya Tarik iklan cokelat Godiva melalui *Facebook* (Variabel X).

Kata Kunci: *Daya Tarik Iklan, Brand awareness, Pecinta Cokelat, Facebook*

THE APPEAL EFFECT OF GODIVA CHOCOLATE'S ADVERTISEMENT THROUGH FACEBOOK TO IMPROVING BRAND AWARENESS

(Survey on Chocolate Lovers Facebook Member)

DYAH DHANASAWARA PRAMATHANA

ABSTRACT

New media (we can say it as “online media”) which that the consumer (internet users) have been surround by any kind of product advertisement through social media, the one of them is Facebook. When an advertisement has an appeal, the message that have been sent will be received nicely by the cosumer, and will be forming the awareness of brand by themself. Amongst the many kind of chocolate product, the researcher is choosing GODIVA CHOCOLATE because this research only focusing on the Facebook platform and the *Chocolate Lovers Group* member whom they are enough to know about any kinds of chocolate brand, but do not necessarily know about the Godiva Chocolate brand (*unaware*). Also the purpose of this research is to determine how big is the appeal effect of godiva chocolate's advertisement through Facebook to improving brand awareness. This research is using quantitative research with explanative method. We collecting the samples as many as 100 respondents with use the random sampling technique. Furthermore, we collecting the data to the responder with spreading out the quetionnaire, and do the survey on *Chocolate Lovers Group* member. Based on the calculating result of hypotheses signification test or T-test, is generated that the calculated-T is $23,66 > \text{Table-T } 1,658$. Based on that, we can take the verdict that the H_0 is rejected and H_a is accepted. Meanwhile, determination using the 21st version of SPSS, can be concluded that based on the calculation, can be known the correlation score = 0,923 and r square score = $0,852 = 85,2\%$. So, can be explained that 85,2% of brand awareness (Variable Y) is defined by the appeal influence of godiva chocolate's advertisement through facebook (Variable X).

Keyword : appeal effect, brand awareness, chocolate lover, facebook