

PENGARUH DAYA TARIK IKLAN TELEVISI HILO SOLEHA "*SUNSHINE*" FEATURING DIAN PELANGI TERHADAP *BRAND EQUITY*

**(Survei pada Mahasiswi Beragama Islam Fakultas Kedokteran
Universitas Pembangunan Nasional "Veteran" Jakarta)**

Dilla Rachmania

Abstrak

Penelitian ini mengenai daya tarik iklan televisi HiLo Soleha "*Sunshine*" *featuring* Dian Pelangi yang baru dirilis pada tahun 2016 setelah 8 tahun produk tersebut ada di Indonesia. Tujuan yang ingin dicapai dalam penelitian ini adalah untuk mengetahui pengaruh daya tarik iklan televisi HiLo Soleha "*Sunshine*" *featuring* Dian Pelangi terhadap *brand equity*. Teori yang digunakan pada penelitian ini adalah Komunikasi, Komunikasi Massa, Media Massa, Periklanan, Televisi, Televisi sebagai Media Periklanan, Perilaku Konsumen, Daya Tarik Iklan, *Brand Equity*. Penelitian ini menggunakan pendekatan kuantitatif dan kuesioner sebagai instrument pengumpulan data. Populasi pada penelitian ini adalah mahasiswi beragama Islam Fakultas Kedokteran Universitas Pembangunan Nasional "Veteran" Jakarta sebanyak 522 responden, dengan jumlah sampel berdasarkan rumus Slovin sebanyak 84 responden. Hasil korelasi, nilai sebesar 0,573 sehingga terdapat hubungan positif yang sedang. Hasil uji koefisien determinasi sebesar 0.328 yang menyatakan bahwa daya tarik iklan televisi HiLo Soleha "*Sunshine*" *featuring* Dian Pelangi sebesar 32.8% dan sisanya 67.2% dipengaruhi faktor lain. Hasil uji regresi $Y = 10.741 + 0.822 X$ karena hasil $b+$ maka angka variabel dependennya yaitu jika daya tarik iklan televisi HiLo Soleha "*Sunshine*" *featuring* Dian Pelangi naik sebesar 0.822. Hasil uji hipotesis menyatakan dimana nilai t hitung sebesar $6.330 > t$ tabel 1.291 maka dapat disimpulkan bahwa H_0 ditolak dan H_a diterima, artinya bahwa ada pengaruh daya tarik iklan televisi HiLo Soleha "*Sunshine*" *featuring* Dian pelangi terhadap *brand equity*. Iklan televisi HiLo Soleha seharusnya menjadi perhatian dari para pengiklan dan produsen produk atau jasa agar produk dapat lebih dikenal melalui periklanan sehingga dapat menjadikan konsumen loyal terhadap produk.

Kata Kunci: Iklan televisi, HiLo Soleha, *Brand Equity*

INFLUENCE OF HILO SOLEHA "SUNSHINE" FEATURING DIAN PELANGI TELEVISION ADVERTISEMENT APPEAL ON BRAND EQUITY

**(Survey on Muslim Students of the Faculty of Medicine,
Pembangunan Nasional University "Veteran" Jakarta)**

Dilla Rachmania

Abstract

This research is about the attractiveness of HiLo Soleha "Sunshine" television advertisement featuring Dian Pelangi which just released in 2016 after 8 years the brand is established in Indonesia. The aim of this research is to know the influence of television advertisement HiLo Soleha "Sunshine" featuring Dian Pelangi towards brand equity. The theory used in this research are Communication, Mass Communication, Mass Media, Advertising, Television, Television as Media Advertising, Consumer Behavior, Ad Attraction, Brand Equity. This research uses quantitative and questionnaire approach as instrument of data collection. The population in this study are Muslim college student of the Faculty of Medicine, Pembangunan Nasional University "Veteran" Jakarta as many as 522 respondents, with the number of samples based on Slovin formula as much as 84 respondents. The result of correlation is value of 0.573 so there is an moderate positive correlation. The result of determination coefficient test is 0.328 which stated that the appeal of HiLo Soleha TV commercial "Sunshine" featuring Dian Pelangi is 32.8% and the rest 67.2% is influenced by other factors. Regression test results $Y = 10.741 + 0.822 X$ because the result $b >$ then the dependent variable number that the appeal television advertising HiLo Soleha "Sunshine" featuring Dian Pelangi rose by 0.822. The result of hypothesis test stated that the value of t count is $6.330 > t$ table 1.291 it can be concluded that H_0 is rejected and H_a accepted, it means that there is influence of television advertisement HiLo Soleha "Sunshine" featuring Dian rainbow towards brand equity. HiLo Soleha television commercials should be the attention of advertisers and producers of products or services so that products can be better known through advertising so as to make consumers loyal to the product.

Keywords: Television Advertisement, HiLo Soleha, Brand equity