

**PENGARUH TERPAAN IKLAN RUANGGURU DI TELEVISI TERHADAP
KEPUTUSAN PENGGUNAAN BIMBINGAN BELAJAR ONLINE
RUANGGURU**

(Survei Pada Pengikut Akun Instagram @Ruangguru)

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ABSTRAK

Ruangguru sebagai salah satu penyedia jasa bimbingan belajar online diketahui cukup aktif dalam melakukan promosinya melalui iklan di media televisi. Berdasarkan fenomena yang ada, keberadaan media televisi mulai tergeser dengan munculnya keberadaan internet dan media sosial. Khususnya anak muda yang diketahui lebih banyak menghabiskan waktu di internet dan media sosial dari pada di media televisi, Meskipun begitu, Ruangguru yang targetnya sendiri merupakan anak muda atau pelajar sekolah, tetap menggunakan media televisi sebagai media iklan dan bahkan terbilang cukup sering beriklan di media televisi. Maka dari itu penelitian ini bermaksud untuk mengetahui adakah pengaruh dan seberapa besar pengaruh yang diberikan iklan Ruangguru di televisi terhadap keputusan penggunaan bimbingan belajar online Ruangguru.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Metode yang digunakan adalah metode survei dengan menyebarkan kuesioner kepada 100 responden pelajar sekolah menengah atas pengikut akun Instagram @Ruangguru. Melalui hasil uji korelasi diketahui nilai korelasinya sebesar 0,762 yang artinya hubungan antara variabel memiliki hubungan yang kuat. Pada hasil uji regresi diketahui kedua variabel terdapat hubungan yang positif. Ditemukan juga bahwa terpaan iklan televisi mempengaruhi keputusan pembelian bimbingan belajar online Ruangguru, yang diketahui melalui hasil uji-T. Diketahui pula berdasarkan hasil uji determinasi sebesar 58,1% pengaruh yang diberikan terpaan iklan Ruangguru di televisi terhadap keputusan penggunaan bimbingan belajar online Ruangguru. Sehingga dari hasil tersebut dapat disimpulkan bahwa terpaan iklan di media televisi dapat mempengaruhi individu dalam mengambil suatu keputusan pembelian bimbingan belajar online Ruangguru seperti yang dijelaskan pada prinsip teori *Selective Influence* yaitu prinsip *Selective Action*.

Kata Kunci: Terpaan Iklan Televisi, keputusan pembelian, bimbingan belajar online, Ruangguru

**THE EFFECT OF ADVERTISING EXPOSURE RUANGGURU ON
TELEVISION ON THE DECISIONS OF USE ONLINE LEARNING TUTORING
BY RUANGGURU**

(Survey on followers of Instagram account @Ruangguru)

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ABSTRACT

Ruangguru as one of the online tutoring service providers is known to be quite active in promoting it through advertisements on television media. Based on the existing phenomena, the existence of television media has begun to be shifted by the emergence of the internet and social media. In particular, young people who are known to spend more time on the internet and social media than on television media. However, Ruangguru, whose own target is young people or school students, continues to use television as an advertising medium and even advertises quite often on television media. Therefore, this study intends to determine whether there is an influence and how much influence the Ruangguru advertisement on television has on the decision to use Ruangguru's online tutoring.

This study uses a quantitative approach with the type of explanatory research. The method used is a survey method by distributing questionnaires to 100 high school student respondents who follow the @Ruangguru Instagram account. Through the results of the correlation test, it is known that the correlation value is 0.762, which means that the relationship between variables has a strong relationship. In the results of the regression test, it is known that the two variables have a positive relationship. It was also found that exposure to television advertisements influenced the purchasing decision of Ruangguru's online tutoring, which was determined through the results of the T-test. It is also known that based on the results of a determination test of 58.1% the influence given by exposure to Ruangguru's advertisements on television on the decision to use Ruangguru's online tutoring. So from these results it can be concluded that exposure to advertising in television media can influence individuals in making a purchasing decision on Ruangguru's online tutoring as described in the principle of Selective Influence theory, namely the principle of Selective Action.

Keywords: *Television Advertising Exposure, purchase decisions, online tutoring, Ruangguru*