

EFEKTIVITAS IKLAN AIRY PORELESS FLUID FOUNDATION VERSI MODEL BAPAK-BAPAK TERHADAP MINAT BELI KONSUMEN

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ABSTRAK

Periklanan menjadi hal yang penting bagi setiap produsen untuk memasarkan produk yang mereka jual agar lebih dikenal oleh banyak orang. Salah satu jenis bauran pemasaran yang dapat dilakukan adalah periklanan. Penelitian ini menjelaskan mengenai efektivitas iklan Airy Poreless Fluid Foundation versi model bapak-bapak terhadap minat beli konsumen. Teori yang digunakan dalam penelitian ini adalah Teori Stimulus Organisme Respons (S-O-R), yang menjelaskan bahwa efek merupakan reaksi khusus terhadap stimulus khusus yang diberikan. Metode penelitian yang digunakan adalah kuantitatif dengan metode survei, yang pengumpulan datanya disebarakan kepada 100 sampel penelitian yang merupakan pengikut akun instagram @dearmebeauty. Hasil penelitian menunjukkan bahwa iklan Airy Poreless Fluid Foundation versi model bapak-bapak memiliki efektivitas terhadap minat beli sebesar 4.20. Uji hipotesis juga memperlihatkan bahwa H_0 ditolak dan H_1 diterima. Sehingga dapat ditarik kesimpulan bahwa efektivitas iklan Airy Poreless Fluid Foundation versi model bapak-bapak berpengaruh signifikan (nyata) terhadap minat beli konsumen. Selain itu, uji koefisien determinasi juga memperlihatkan efektivitas iklan Airy Poreless Fluid Foundation memiliki pengaruh terhadap minat beli sebesar 73.1%. Dan berdasarkan nilai korelasi yang diperoleh, efektivitas iklan dan minat beli memiliki tingkat hubungan korelasi yang sangat kuat sebesar 0.821. Dari hasil penelitian ini, diharapkan Dear Me Beauty dapat terus melakukan *campaign* Making Beauty Better kedepannya serta lebih dapat mempersuasi konsumen untuk membeli produk Airy Poreless Fluid Foundation. Selain itu, karena kurangnya responden laki-laki dalam penelitian ini, diharapkan untuk penelitian sejenis dapat lebih banyak menggunakan responden laki-laki.

Kata Kunci: Komunikasi Pemasaran, Efektivitas Iklan, Minat Beli.

***THE EFFECTIVENESS OF ADVERTISEMENTS OF THE FATHERS'
MODEL VERSION OF AIRY PORELESS FLUID FOUNDATION ON
CONSUMER BUYING INTEREST***

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ABSTRACT

Advertising is an important thing for every manufacturer to market the products they sell so that they are better known by many people. One type of marketing mix that can be done is advertising. This study explains the effectiveness of the Airy Poreless Fluid Foundation advertising version of the gentlemen's model on consumer buying interest. The theory used in this study is the Stimulus Organism Response (S-O-R) Theory, which explains that an effect is a special reaction to a given specific stimulus. The research method used is quantitative with a survey method, in which the data collection is distributed to 100 research samples who are followers of the @dearmebeauty Instagram account. The results of the research show that the Airy Poreless Fluid Foundation advertisement version of the gentlemen's model has an effectiveness on buying interest of 4.20. Hypothesis testing also shows that H0 is rejected and H1 is accepted. So it can be concluded that the effectiveness of the Airy Poreless Fluid Foundation advertising version of the gentlemen's model has a significant (significant) effect on consumer buying interest. In addition, the coefficient of determination test also shows that the effectiveness of Airy Poreless Fluid Foundation advertisements has an effect on buying interest of 73.1%. And based on the correlation value obtained, advertising effectiveness and buying interest have a very strong correlation level of 0.821. From the results of this research, it is hoped that Dear Me Beauty can continue to carry out the Making Beauty Better campaign in the future and be able to persuade consumers to buy Airy Poreless Fluid Foundation products. In addition, due to the lack of male respondents in this study, it is hoped that similar studies can use more male respondents.

Keywords: *Marketing Communication, Effectiveness Advertising, Buying Interest.*