

**PENGARUH PESAN KAMPANYE MELALUI MEDIA FILM WEB  
SERIES “PAKAI HATI” TERHADAP MINAT MASYARAKAT  
BERWIRAUSAHA**

**ABSTRAK**

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Kampanye Iklan melalui media film yang dilakukan oleh Bank BRI sebagai salah satu strategi pemasarannya. Distribusi pesan dianggap dapat menerangkan konsep pesan yang ditawarkan kepada publik, dengan jelas, lugas, rinci, dan to the point yang ada di masyarakat. Youtube menjadi aplikasi saluran komunikasi pesan berdasarkan persentase data kunjungan terbesar pengguna media sosial di Indonesia. Peluncuran program peminatan wirausaha mandiri Bank BRI disebar pada 13 episode, sejak tayang perdana 8 November 2019, dan perolehan 29,900,000 di akhir penghitungan penonton episode final pada akhir Juli 2021. Penelitian ini mengambil studi evaluatif pengaruh pesan kampanye dengan teori Atribusi sebagai alat pengukuran pengaruh pada perilaku individu. Di mana pada kesimpulan dapat ditarik hasil evaluasi secara metodologi kuantitatif, dari data survey menggunakan rumus yang digunakan dalam mengambil sampel ialah Yamane guna mendapatkan responden sebanyak 100 sampel. Teknik penarikan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Hasil penelitian menunjukkan bahwa hasil uji korelasi variabel X (Pesan Kampanye) terhadap variabel Y (Minat Berwirausaha) sebesar 0,656. Berdasarkan hasil perhitungan koefisien determinasi didapatkan hasil adanya pengaruh variabel X dan variabel Y sebesar 43,1% dan sisanya dikarenakan oleh faktor lain. Hasil uji t didapatkan  $t_{hitung} > t_{tabel}$  yaitu  $t_{hitung} 8,600 > 1.661$ , maka dapat disimpulkan  $H_0$  ditolak dan  $H_a$  diterima. Kesimpulan dari penelitian ini bahwa terdapat pengaruh yang kuat antara pesan kampanye pada minat masyarakat untuk berwirausaha.

**Kata kunci :** Pesan Kampanye, Minat berwirausaha, Bank BRI.

**THE EFFECT OF CAMPAIGN MESSAGES THROUGH FILM “PAKAI  
HATI” WEB SERIES IN RELATIONS TO INTEREST OF PUBLIC  
ENTREPRENEURSHIP**

**Abstract**

**Zidnirizki Atshilla**

*Advertising campaigns through webseries media are carried out by Bank BRI as one of its marketing strategies. The distribution of messages is considered to be able to explain the concept of the message offered to the public, clearly, straightforwardly, in detail, and with benchmarks that exist in the community. Youtube is a message communication channel application based on the largest percentage of visits by social media users in Indonesia. The launch of Bank BRI's self-employment specialization program was spread over 13 episodes, since its premiere on November 8, 2019, and the acquisition of 29,900,000 at the end of the audience count for the final episode at the end of July 2021. This study takes an evaluative study of the influencing of campaign messages to public with Attribution theory as a tool for measuring influence on individual behavior. Where the conclusions can be drawn from the evaluation results in a quantitative methodology, from the survey data using the formula used in taking the sample, Yamane in order to get 100 samples of respondents. The sampling technique used in this research is purposive sampling. The results showed that the correlation test results of the X variable (Advertising Message) to the Y variable (Entrepreneurial Interest) was 0.656. Based on the results of the calculation of the coefficient of determination, it was found that the influence of the X variable and Y variable was 43.1% and the rest was caused by other factors. The results of the t test obtained t count > t table, namely t count 8.600 > 1.661, it can be concluded that H0 is rejected and Ha is accepted. The conclusion of this study is that there is a strong influence between advertising messages on people's interest in entrepreneurship.*

**Keywords :** *Advertising Campaign, Advertising Message, Interest in entrepreneurship, Bank BRI.*