

**PENGARUH TERPAAN IKLAN TRAVELOKA TERHADAP *BRAND*
*AWARENESS***

**(Survei pada Pelajar SMP-SMA Negeri Ragunan Khusus Olahragawan, Jakarta
Selatan)**

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Abstrak

Besarnya pengeluaran iklan dan tingginya intensitas iklan Traveloka di media elektronik dan media *online* menyebabkan semakin tinggi kemungkinan khalayak terterpa iklan Traveloka. Kemudian berdampak kepada timbulnya kesadaran akan merek Traveloka yang kemudian mempengaruhi perilaku khalayak untuk mengikuti pesan yang disampaikan iklan yaitu agar mengakses Traveloka.com. Penelitian ini bertujuan untuk mengetahui pengaruh terpaan iklan Traveloka terhadap *brand awareness*. Penelitian ini dilakukan dengan menggunakan pendekatan penelitian kuantitatif. Metode penelitian yang digunakan ialah survei. Teori yang digunakan dalam penelitian ini adalah teori *Advertising Exposure*. Tipe penelitian ini adalah eksplanatori. Teknik penarikan sampel dalam penelitian ini menggunakan metode sensus, yaitu seluruh populasi dijadikan sampel penelitian. Teknik analisis pengaruh variabel Y terhadap variabel X menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program *SPSS (Statistic Product and Service Solution)* versi 21. Hasil dari penelitian ini menunjukkan bahwa korelasi dari variabel X dengan variabel Y sebesar 0,835. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 69,7%. Dengan demikian perhitungan t hitung $>$ t tabel yaitu $21,54 > 1,652$ maka dapat disimpulkan H_0 ditolak dan H_a diterima. Dengan demikian dapat disimpulkan terdapat pengaruh yang signifikan antara terpaan iklan Traveloka terhadap *brand awareness*.

Kata kunci : Terpaan iklan, kesadaran merek, Traveloka

**THE INFLUENCE OF TRAVELOKA ADVERTISING EXPOSURE TOWARDS
BRAND AWARENESS**
*(Survey on Junior-Senior High School Student Ragunan Country Special Sportsman,
South Jakarta)*

Shabrina Zulfa Zakirah

Abstract

The amounts of advertising spending and rising intensity of Traveloka advertising in electronic media and online media led to the higher likelihood of audience affected Traveloka advertising. Then have an impact upon the incidence of awareness of the brand Traveloka which then affect the behavior of your audience to follow the message of the advertisement that is in order to access the Traveloka.com. This research aims to know the influence of exposure to advertising Traveloka against the brand awareness. This research was conducted with the use of quantitative research approach. The research method used is survey. The theory used in this research is the theory of Advertising Exposure. This research type is eksplanatori. Sample withdrawal technique in this study using census methods, i.e., the entire population was made a research sample. The technique analysis of influence of variable Y against X variable using the coefficient determination test. Testing technique of data processed using the SPSS program (Product and Service Statistics Solutions) version 21. The results of this research show that the correlation of the variable X with variable Y of 0.835. Based on the results of the calculation of the coefficient of determination is obtained the results of the existence of a pengaruh variable X against Y variables of 69,7%. Thus the calculations $t_{\text{calculate}} > t_{\text{table}}$ i.e. $21,54 > 1.652$ then it can be inferred H_0 denied and H_a is received. Thus it can be concluded there was significant influence between the exposure to advertising Traveloka against brand awareness (survey on State School Junior-Senior High School Sportsman Student Ragunan, South Jakarta).

Keywords: *advertising exposure, brand awareness, Traveloka*