

**PENGARUH DAYA TARIK IKLAN MAGNUM *INFINITY ICE* PADA MEDIA
SOSIAL *YOUTUBE* TERHADAP KEBERHASILAN
*BRAND POSITIONING***

(Survei pada siswa-siswi SMA Bakti Idhata Angkatan 2018 Jakarta Selatan)

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ABSTRAK

Latar belakang dalam penelitian ini didasarkan adanya daya tarik iklan yang merupakan salah satu faktor pendorong timbulnya efek pada konsumen. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh daya tarik iklan Magnum *Infinity* pada media sosial *Youtube* terhadap keberhasilan memposisikan merek dalam benak konsumen. Teori yang digunakan dalam penelitian ini adalah teori perbedaan individu, yaitu menelaah perbedaan setiap individu yang menjadi sasaran media massa ketika mereka menerima terpaa sehingga menimbulkan variasi efek tertentu. Populasi dalam penelitian ini adalah siswa-siswi SMA Bakti Idhata Angkatan 2018 Jakarta Selatan sebanyak 104 responden, jumlah sampel yang didapatkan berdasarkan rumus Slovin sebanyak 83 responden. Daya tarik iklan diukur berdasarkan dua dimensi yaitu daya tarik iklan informatif/rasional dan daya tarik iklan emosional. Keberhasilan memposisikan merek diukur berdasarkan tiga dimensi yaitu pengenalan merek, kemasan (bentuk & warna), dan figur. Hasil analisis regresi menunjukkan bahwa daya tarik iklan secara signifikan berpengaruh terhadap keberhasilan memposisikan merek dan daya tarik iklan es krim Magnum *Infinity* berkontribusi sebesar 40,4% terhadap memposisikan merek dalam benak konsumen.

Kata kunci : Daya Tarik Iklan, Keberhasilan *Brand Positioning*,
Teori Perbedaan Individu

**THE APPEAL EFFECT OF MAGNUM INFINITY ICE CREAM
ADVERTISEMENT ON YOUTUBE SOCIAL MEDIA TO BRAND POSITIONING
SUCCESS**

*(Survey On Bakti Idhata Senior High School Students
Generation 2018 South Jakarta)*

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ABSTRACT

The background in this study is based on the attractiveness of advertising which is one of the factors driving the emergence of effects on consumers. The purpose of this study is to find out how much the appeal effect of Magnum Infinity advertisement on Youtube social media to Brand Positioning success in the mind of consumers. The theory which is used in this study is individual differences theory, namely to examine the differences of each individual who became the target of mass media when they receive the exposure so as to cause variations of certain effects. The population in this study were students of Bakti Idhata Senior High School Generation 2018 South Jakarta as many as 104 respondents, the number of samples obtained based on Slovin formula as many as 83 respondents. The appeal of an ads is measured by two dimensions: the appeal of informative / rational advertising and the appeal of emotional advertising. The success of Brand Positioning is measured on three dimensions: brand recognition, packaging (shape & color), and figure. The result of regression analysis showed that the attractiveness of advertisement significantly influenced the success of Brand Positioning and the appeal of Magnum Infinity's ice cream ad contributed 40,4% towards Brand Positioning in consumers mind.

Keywords : *The Appeal of an ad, Brand Positioning Success,
Individual Differences Theory*

