

PENGARUH IKLAN LUAR RUANG SHOPEE DI KARTA TERHADAP PENINGKATAN *BRAND AWARENESS*

(Survei kepada Masyarakat Usia Produktif di Kelurahan Pela Mampang, Jakarta Selatan)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh iklan luar ruang Shopee di Karta terhadap peningkatan *brand awareness* (survei kepada masyarakat usia produktif di kelurahan Pela Mampang, Jakarta Selatan) konsep atau teori yang relevan dalam penelitian ini antara lain *Stimulus-Organisme-Response*, Iklan luar ruang, *Brand Awareness*. penelitian ini dilakukan dengan menggunakan pendekatan penelitian kuantitatif. Metode penelitian yang digunakan ialah metode survei. Populasi penelitian ini adalah masyarakat usia produktif di Keluran Pela Mampang, Jakarta Selatan dengan jumlah 100 sampel. Teknik analisis pengaruh variabel Y terhadap variabel x menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 21. Hasil dari penelitian ini menunjukkan bahwa korelasi dari variabel X dengan variabel Y sebesar 0,526. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 27,7%. Dengan demikian perhitungan t hitung $>$ t tabel yaitu $6,127 > 1,654$, maka dapat disimpulkan H_0 ditolak dan H_a diterima yang berarti pengaruh iklan luar ruang Shopee di Karta berpengaruh terhadap *Brand Awareness*.

Kata Kunci : Iklan Luar Ruang, *Brand Awareness*, Masyarakat Usia Produktif

THE INFLUENCE OF THE OUTDOOR ADVERTISING SHOPEE IN KARTA TO INCREASED BRAND AWARENESS

(A Survey to the Community of Productive Age in Pela Mampang, South Jakarta)

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Abstract

This research aims to know advertising influence of outer space Shopee in karta to increased brand awareness (a survey to the community of productive age in Kelurahan Pela Mampang, Jakarta Selatan) concept or theory that are relevant in this study among other Stimulus-Organism-Response, Outdoor Advertising, Brand awareness. this research was conducted with the use of quantitative research approach. The research is the community of productive age in the output are Pela Mampang, South Jakarta, with the number of 100 samples. Sample with drawal technique in this study using cluster sampling, meaning that this technique is determination of samples with specific consideration choosing the person who really knows the topic of research. The technique analysis of variable Y against X variable using the coefficient determination test. The technique of testing data is processed using program SPSS (Statistical Product and Service Solution) version 21. The result of this research show that the correlation of the variable X with variable Y of 0.526. based in the result of the calculation of the coefficient of determination is obtained the result of the presence of the influence of variables X against Y variables of 27.7%. This the calculations $t_{\text{calculate}} > t_{\text{table}}$ i.e $6.127 > 1.654$, then it can be inferred H_0 denied and H_a accepted which means the influence of the outdoor advertisement in the Karta Sopee effect on brand awareness.

Keywords : Outdoor Advertising, Brand Awareness, Community Of Productive Age.