

**PENGARUH DAYA TARIK IKLAN GOOGLE DUO DI TELEVISI TERHADAP
*BRAND AWARENESS***

(Survei Pada Mahasiswa UPN “Veteran” Jakarta Jurusan Teknik Informatika)

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Abstrak

Latar belakang dalam penelitian ini menjelaskandaya tarik iklan Google Duo yang ditayangkan di televisi terhadap *brand awareness* yang bertujuan untukmengetahui ada atau tidaknya pengaruh daya tarik dari iklan Google Duo di media televisi.Iklan Google Duo yang berdurasi 15 detik dikemas semenarik mungkin agar khalayak tertarik dan sadar terhadap brand tersebut serta menjadikan iklan Google Duo sebagai puncak pikiran khalayak.Hal ini membuat penulis melakukan penelitian Pengaruh Daya Tarik Iklan Google Duo di Televisi Terhadap *Brand Awareness*.Iklan Google Duo di Televisi, penulis menggunakan teori *Stimulus-Organism-Response*dengan populasi dalam penelitian ini adalah mahasiswa UPN “Veteran” Jakarta jurusan teknik Informatika sebanyak 341 responden, jumlah sampel yang didapatkan berdasarkan rumus Slovin sebanyak 100 responden.Daya Tarik diukur berdasarkan dua dimensi yaitu Daya Tarik Informatif, Daya Tarik Emosional.Kesadaran merek diukur berdasarkan empat dimensi yaitu *Top Of Mind, Brand Recall, Brand Recognition, Unware Of Brand*. Hasil analisis regresi menunjukan bahwa, Pengaruh Daya Tarik Iklan Google Duo di Televisi Terhadap *Brand Awareness* yang positif dan signifikan dalam kesadaran merek.Daya Tarik Iklan Google Duo di Televisi mempunyai kontribusi sebesar 42,0% terhadap *Brand Awareness*.

Kata Kunci : Daya Tarik, *Brand Awareness, Stimulus-Organism-Response Theory*

**THE INFLUENCE APPEAL OF GOOGLE DUO ADS ON TELEVISION AGAINST
THE BRAND AWARENESS
(Survey on Student's UPN "Veteran's" Jakarta Majoring Informatics Engineering)**

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Abstract

Background in this research explains the appeal of Google Duo ads that aired on television against the brand awareness that aims to find out or no influence the appeal of Google Duo ads in television media. Google Duo ads that lasted 15 seconds as attractive as possible so that audiences packed the interested and aware of the brand and made against Google Duo ads as the top of the mind of audiences. This makes the author does research Influence the appeal of Google Duo ads on television against the Brand Awareness. Google Duo ads on television, the author uses the theory of Stimulus-Organism-Response with a population in this study are students UPN "Veteran" Jakarta Department of computer engineering as many as 341 respondents, the number of samples obtained based on Slovin formula as much as 100 respondents. Attractiveness is measured based on two dimensions, namely the attractiveness of informative, Emotional Appeal. Brand awareness is measured based on the four dimensions that is Top Of Mind, Brand Recall, Brand Recognition, Unaware Of the Brand. The results of the regression analysis showed that, influence the appeal of Google Duo ads on television against the Brand Awareness in a positive and significant in brand awareness. The appeal of Google Duo ads on television have a contribution of 42.0% against Brand Awareness.

Keywords: Appeal, Brand Awareness, Stimulus-Organism-Response Theory