

**PENGARUH DAYA TARIK IKLAN TELEVISI SHOPEE VERSI “SHOPEE
FOR MEN” TERHADAP *BRAND AWARENESS*
(Survei pada Kaum Pria pengunjung Kota Kasablanka)**

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ABSTRAK

Hadirnya banyak *Market place* di Indonesia telah membuat gaya berbelanja orang Indonesia berubah menjadi berbelanja *online*. Salah satu *market place* yang merupakan objek penelitian ini adalah Shopee. Diantara banyaknya pengguna Shopee hanya sebanyak 42% pengguna laki-laki yang menggunakan Shopee untuk berbelanja *online*. Iklan Shopee yang berdurasi 30 detik dikemas semenarik mungkin agar khalayak tertarik dan sadar terhadap brand tersebut serta menjadikan iklan Shopee sebagai puncak pikiran khalayak. Tujuan dari penelitian ini adalah untuk mengetahui ada atau tidaknya pengaruh daya tarik iklan Shopee versi “Shopee for Men” terhadap *Brand Awareness*. penulis menggunakan teori *Stimulus-Organism-Response* dengan populasi dalam penelitian ini adalah kaum pria pengunjung Kota Kasablanka, jumlah sampel yang didapatkan berdasarkan rumus Slovin sebanyak 100 responden. Daya Tarik diukur berdasarkan tiga dimensi yaitu *meaningful*, *distinctive*, dan *believable*. Kesadaran merek diukur berdasarkan empat dimensi yaitu *Top Of Mind*, *Brand Recall*, *Brand Recognition*, *Unware Of Brand*. Hasil analisis regresi menunjukkan bahwa, Pengaruh Daya Tarik Iklan Shopee versi “Shopee for Men” di Televisi Terhadap *Brand Awareness* yang positif dan signifikan dalam kesadaran merek. Daya Tarik Iklan Shopee versi “Shopee for Men” di Televisi mempunyai kontribusi sebesar 48,4% terhadap *Brand Awareness*.

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

**THE INFLUENCE APPEAL OF SHOPEE “SHOPEE FOR MEN” VERSION
ADS ON TELEVISION AGAINST THE BRAND AWARENESS
(Survey on men of Kota Kasablanka visitors)**

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ABSTRACT

The presence of many Market places in Indonesia has made the shopping style of Indonesian people turn into shopping online. One market place that is the object of this research is Shopee. Among the many Shopee users only 42% of male users use Shopee to shop online. Shopee ads that lasted 30 seconds as attractive as possible so that audiences packed the interested and aware of the brand and made against Shopee “Shopee for Men” version ads as the top of the mind of audiences. The purpose of this study was to find out or no influence the appeal of Shopee ads in television media. the author uses the theory of Stimulus-Organism-Response with a population in this study are male visitors at Kota, the number of samples obtained based on Slovin formula as much as 100 respondents. Attractiveness is measured based on three dimensions, namely meaningful, distinctive, and believable. Brand awareness is measured based on the four dimensions that is Top Of Mind, Brand Recall, Brand Recognition, Unware Of the Brand. The results of the regression analysis showed that, influence the appeal of Shopee “Shopee for Men” version ads on television against the Brand Awareness in a positive and significant in brand awareness. The appeal of Shopee “Shopee for Men” version ads on television have a contribution of 48.4% against Brand Awareness.

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