

**PENGARUH DAYA TARIK IKLAN TRAVELOKA “VERSI TRAVELING” DI TELEVISI TERHADAP *BRAND AWARENESS***

**(Survei Pada Komunitas Golden Rama, Kemang, Jakarta Selatan)**

**SKRIPSI**

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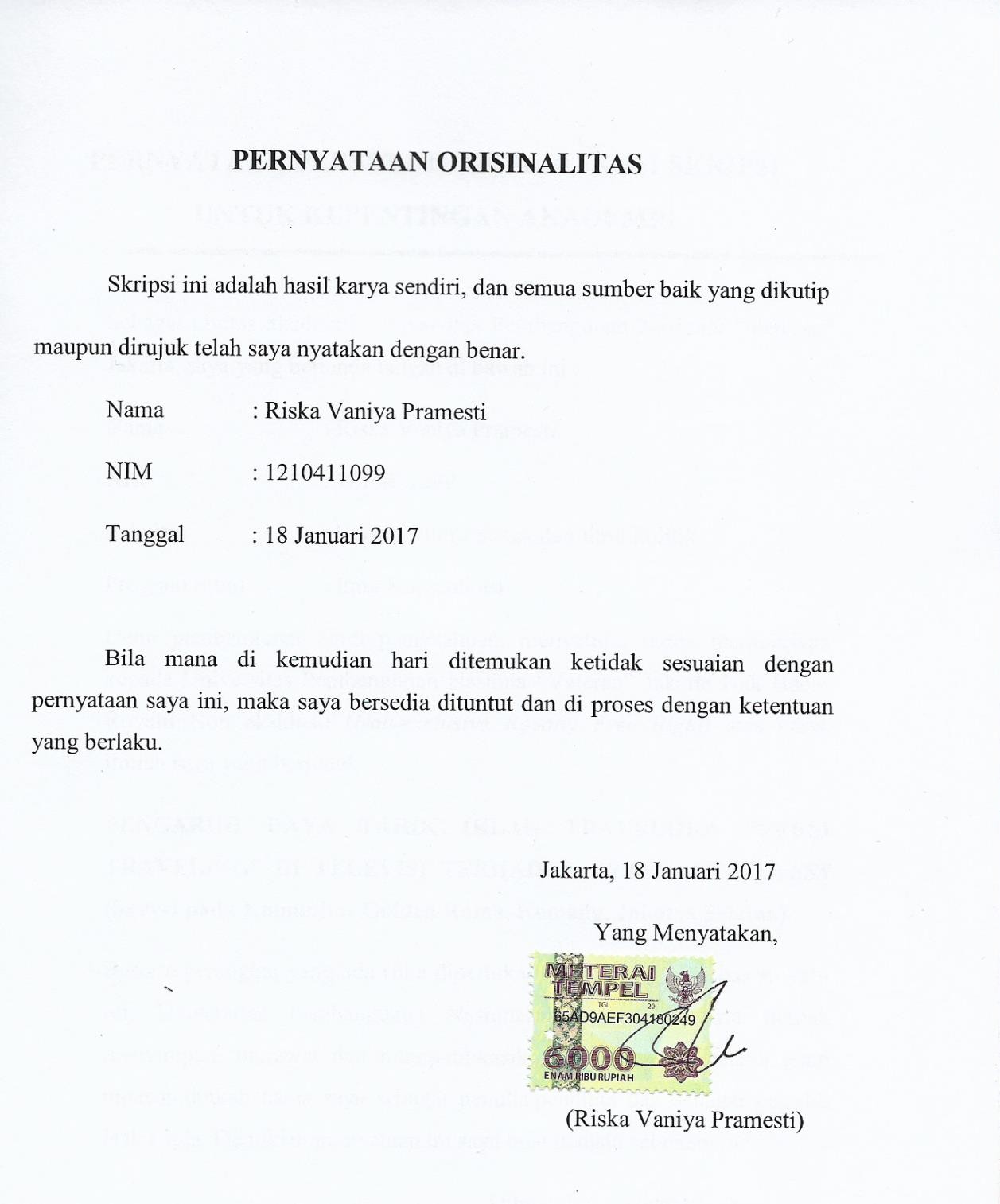
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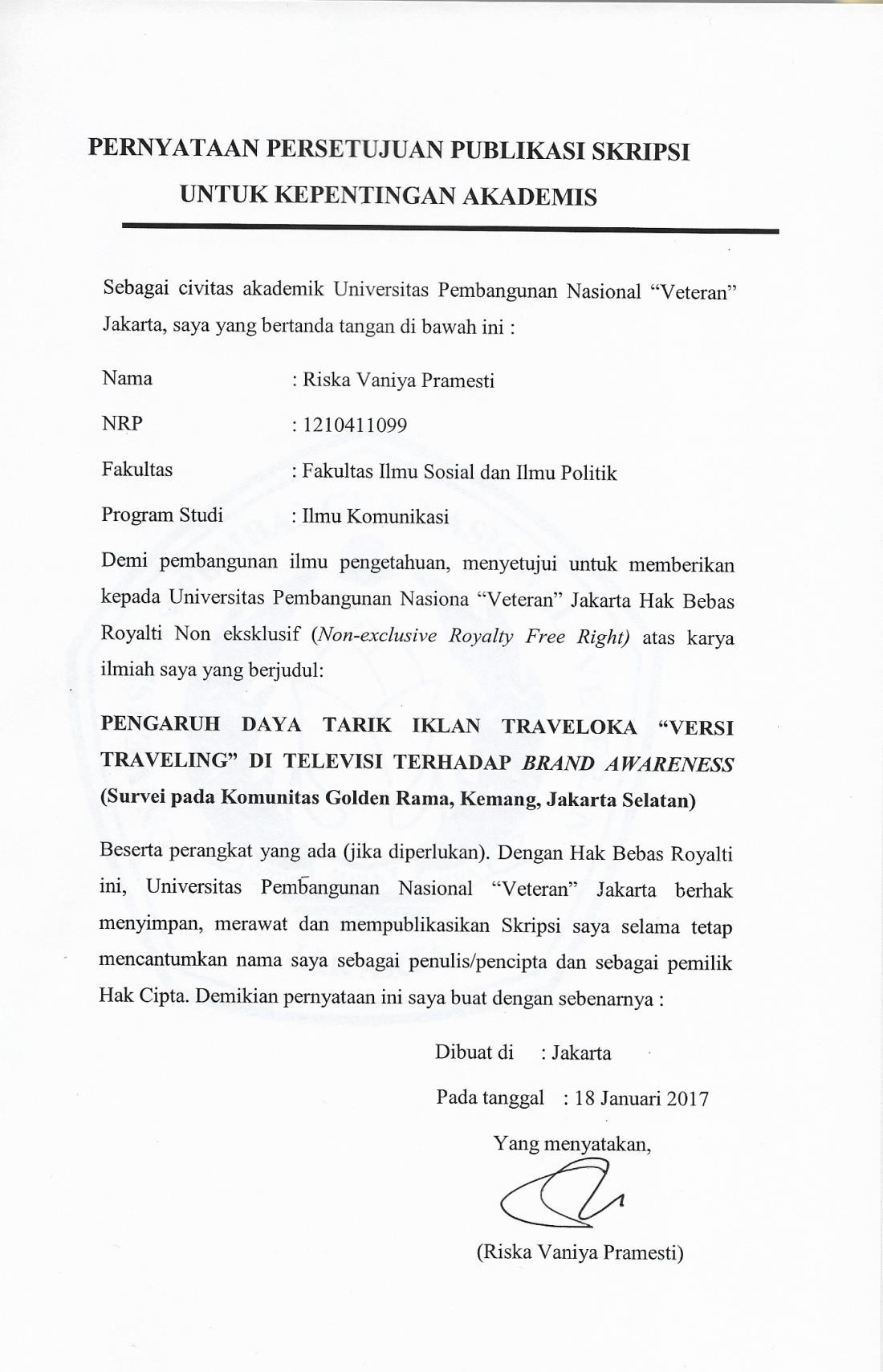
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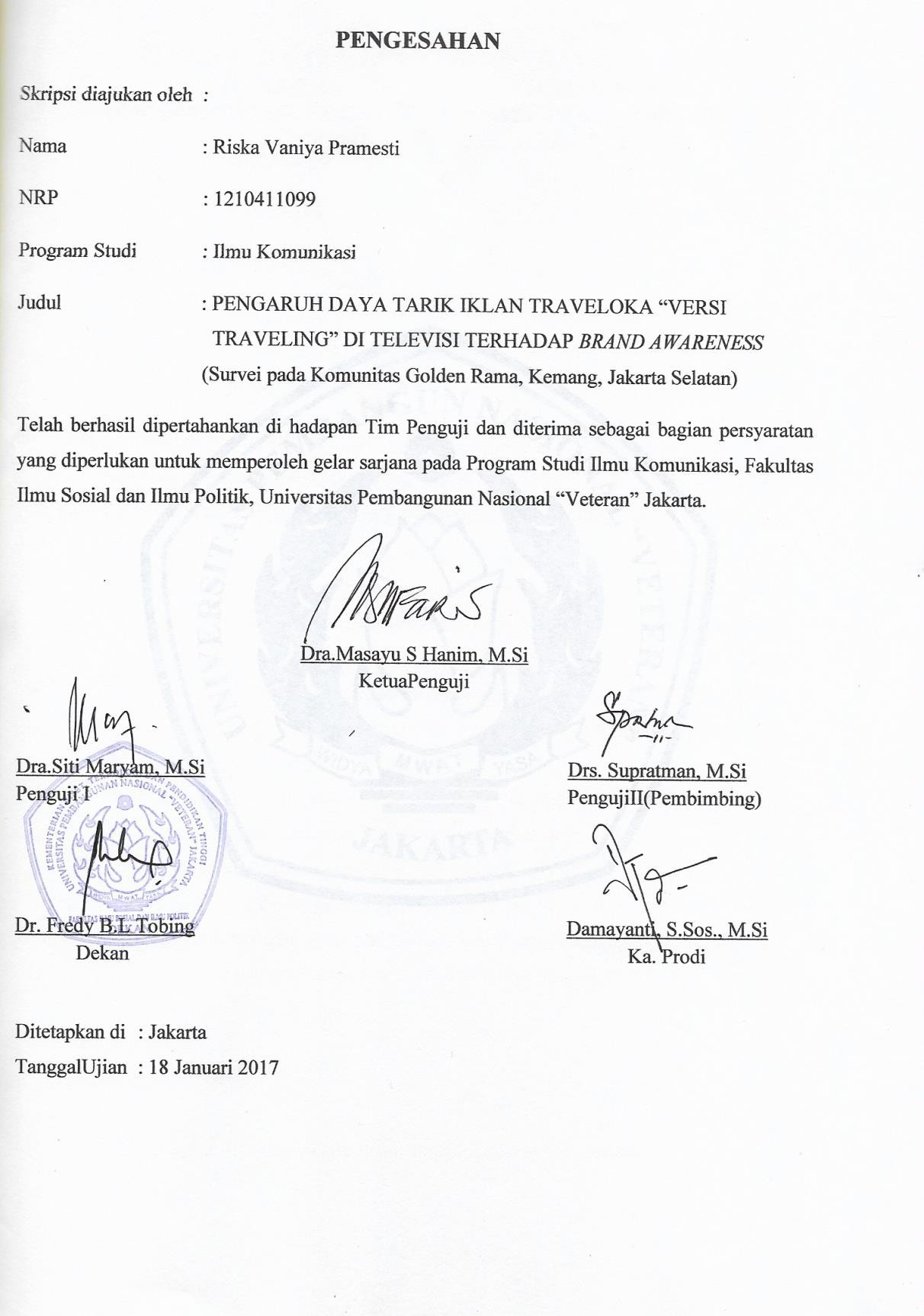
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**Pengaruh Daya Tarik Iklan Traveloka Versi Travelling Di Televisi Terhadap *Brand Awareness* (Survei Pada Komunitas Golden Rama Kemang Jakarta Selatan)**

**Oleh**

**Riska Vaniya Pramesti**

**Abstrak**

Pada saat ini banyak masyarakat yang gemar melakukan traveling sendirian atau bersama keluarga, dengan begitu pula ada banyak persaingan antara perusahaan layanan online untuk menyediakan aplikasi yang menyediakan pembelian tiket transportasi secara online dan reservasi hotel. Traveloka adalah aplikasi yang dapat digunakan masyarakat dan memberi informasi yang disebarluaskan melalui media televisi. Dengan menggunakan daya tarik iklan traveloka melalui televisi yang ingin mengetahui seberapa kuat pengaruh daya tarik iklan traveloka versi traveling di televisi terhadap *brand awareness.* Teori yang digunakan dalam penelitian ini adalah daya tarik iklan dan *brand awareness.* Metode yang digunakan adalah kuantitatif, menggunakan kuesioner untuk pengumpulan data. Teknik sampling yang digunakan dalam penelitian ini adalah *accidental sampling.* Dalam penelitian ini menggunakan sampel sebesar 93 responden. Dari hasil uji korelasi terdapat pengaruh sebesar 0,811 yang menunjukkan bahwa daya tarik iklan traveloka versi traveling memiliki hubungan yang kuat terhadap *brand awareness.*

Kata Kunci : daya tarik iklan, traveloka, dan *brand awareness.*

**Influence The Attractiveness**

**Of Traveloka Version Travelling Advertising On Television Againt The Brand Awareness (Survey On The Community Of Golden Rama Kemang Jakarta Selatan)**

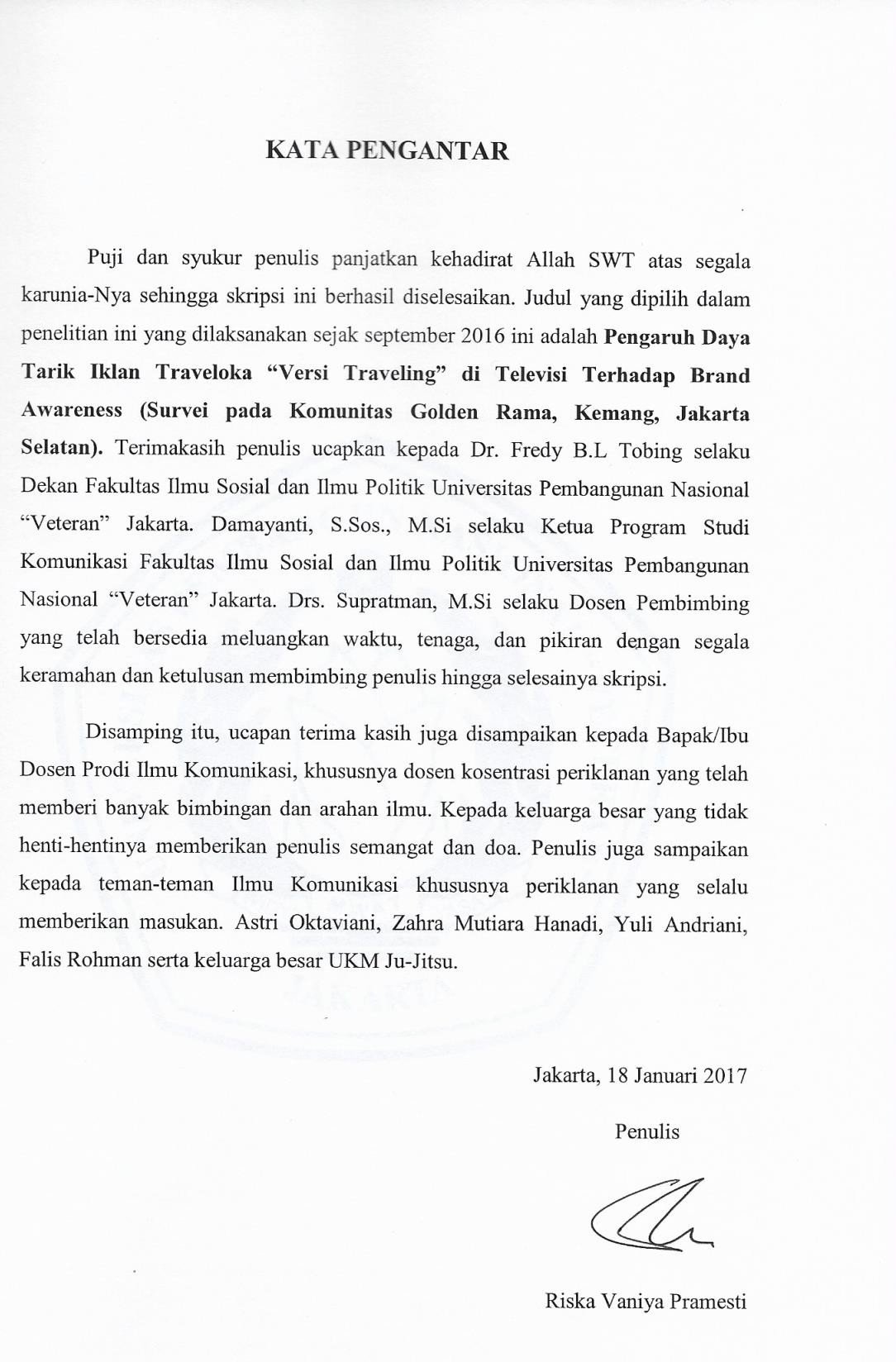
***By***

**Riska Vaniya Pramesti**

***Abstract***

*At this time many people are fond of doing travelling alone or with family, also there is a lot of competition between travel companies providing online services for application that provide transportation ticket purchase online and hotel reservation. Traveloka is an application that can be used in the community and give the information disserminated via television media advertising. By using of advertising through television, traveloka who want to give an impact on brand awareness. This research aims to know how stronge the influence of advertising appeal traveloka version of travelling on television againt the brand awareness. The theory used in this research is the appeal of advertising and brand awareness. The method used is quantitative, using questionnaires for data collection. The sampling techniques used in this research is accidental sampling. in this research using a sample of 93 the responden. The research result of correlation test from the influence is 0,811 which indicates that the people of traveloka advertisment travelling version have stronge relationship againt the brand awareness*

*Keywords : attraction advertisment, traveloka, and brand awareness*



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