

# **PENGARUH TERPAAN IKLAN TELEVISI YAMAHA *ALL NEW BYSON FI* TERHADAP *BRAND AWARENESS***

**(Survey Kepada Siswa Jurusan Teknik Kendaraan Ringan SMK Utama Bekasi)**

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## **Abstrak**

Penelitian ini dilakukan untuk mengukur pengaruh terpaan iklan Yamaha all new Byson FI terhadap brand awareness. Iklan bertujuan menimbulkan kesadaran merek (brand awareness), lalu sebuah brand sangat dipengaruhi oleh lembaga survei bernama Top Brand Awards. Yamaha all new Byson FI mengalami penurunan persentase 3% di survei tahun 2016 fase 1, dimana hasil survei tersebut sangat mempengaruhi brand Yamaha all new Byson FI. Hal ini membuat penulis ingin mengetahui seberapa kuat pengaruh terpaan iklan Yamaha all new Byson FI terhadap brand awareness. Penelitian ini dilakukan dengan pendekatan kuantitatif menggunakan sensus bersifat eksplanatif. Responden Penelitian ini adalah siswa SMK Utama Bekasi yang berjumlah 62 orang. Hasil dari penelitian ini diperoleh nilai  $t$  hitung  $6,2416 > 1,67065$   $t$  table yang berarti terdapat pengaruh dengan besarnya pengaruh terpaan iklan Yamaha *all new* Byson FI terhadap *brand awareness* yaitu 9,445. Saran penulis, Membuat Iklan Yamaha *all new* Byson FI yang lebih menarik lagi yang hanya terfokus pada satu motor saja yaitu hanya motor Yamaha *all new* Byson FI, Melakukan brand activation Yamaha all new Byson FI melalui website resmi dan *official account* Yamaha dan Meningkatkan promosi Yamaha all new Byson FI melalui *event-event* otomotif, radio, majalah, surat kabar, media sosial dan televisi.

**Kata kunci** : Terpaan Iklan, Brand Awareness, Iklan Yamaha all new Byson FI, Top Brand Awards

# **EFFECT ADVERTISING EXPOSURE TELEVISION OF YAMAHA ALL NEW BYSON FI ON BRAND AWARENESS**

**(Survey To Student Light Vehicle Engineering Department of SMK Hutama  
Bekasi)**

**M.Fajar Rialdi**

## **Abstract**

This research was conducted to measure the effect of advertising exposure of all new Yamaha Byson FI to brand awareness. Ads aimed raises brand awareness (brand awareness), and a brand is strongly influenced by the survey agency was named Top Brand Awards. The all-new Yamaha Byson FI decreased the percentage of 3% in the 2016 survey phase 1, where the results of the survey strongly influence brand all-new Yamaha Byson FI. This makes the writer wanted to know how strong the influence of advertising exposure of all new Yamaha Byson FI to brand awareness. This research was conducted by using a quantitative approach is eksplanatif census. Respondents of this research is Hutama Bekasi vocational students numbering 62 people. The results of this study were obtained value 6.2416  $t > t$  table 1.67065, which means there are significant advertising exposure to the influence of the all-new Yamaha Byson FI towards brand awareness is 9.445. Suggestions author, Creating Ad Yamaha all new Byson FI is more interesting to focus on only one motor alone is only Yamaha all new Byson FI, Doing brand activation Yamaha all new Byson FI through the official website and official accounts Yamaha and Improve promotions Yamaha all new Byson FI through automotive events, radio, magazines, newspapers, social media and television.

**Keywords** : Exposure Advertising, Brand Awareness, All New Yamaha Byson FI Ads, Top Brand Awards