

**PENGARUH DAYA TARIK IKLAN VIDEO *THE NEW MACBOOK PRO*
VERSI *SO MUCH TO TOUCH* DI *YOUTUBE* TERHADAP PROSES
PENGAMBILAN KEPUTUSAN KONSUMEN
(Survei pada Karyawan CODEinc)**

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Abstrak

Latar belakang penelitian ini adalah banyaknya perusahaan salah satunya Apple yang menggunakan *Youtube* sebagai media untuk beriklan dilihat dari semakin mahal nya beriklan di media televisi, media cetak, atau radio. Penelitian ini **bertujuan** untuk mengetahui pengaruh daya tarik iklan video *The New Macbook Pro* versi *so much to touch* di *Youtube* terhadap proses pengambilan keputusan konsumen (survei pada karyawan CODEinc). Penelitian ini dilakukan dengan pendekatan **kuantitatif** dan jenis penelitian eksplanatif dengan metode survei. Sampel pada penelitian ini adalah karyawan dari PT Lintas Jejaring Digital atau CODEinc yang beralamat di Jl. Bangka Raya No.97 Pela Mampang, Jakarta Selatan sebanyak 57 orang. Teknik penarikan sampel menggunakan metode sensus dikarenakan jumlah responden di bawah 100. **Hasil penelitian** menunjukkan bahwa terdapat pengaruh antara daya tarik iklan *The New Macbook Pro* versi *so much to touch* di *Youtube* terhadap proses pengambilan keputusan konsumen sebesar 20% dari uji koefisien determinasi. Dari t tabel nilainya ditentukan pada tingkat signifikan 0,10 dan $df = n-2$, yaitu $57-2 = 55$. Dengan demikian nilai t tabel adalah 1,673. Berdasarkan perhitungan tersebut, hasil perhitungan t hitung $> 3,705$ tabel yaitu $>$, maka dapat disimpulkan H_0 ditolak dan H_a diterima yang berarti adanya pengaruh daya tarik iklan video *The New Macbook Pro* versi *so much to touch* di *Youtube* terhadap proses pengambilan keputusan konsumen. Dengan adanya penelitian ini maka **disarankan** Apple dalam mempromosikan produk terbarunya tidak cukup hanya dengan video di *Youtube*, tetapi juga dengan periklanan yang lebih kuat pengaruhnya seperti di televisi atau iklan luar ruang di ibu kota. Ditambah dengan penjualan yang lebih eksklusif guna menambah prestige atau gengsi bagi pemilik produk tersebut. Pengenalan inovasi fitur terbaru yaitu touchbar diharapkan lebih spesifik dalam penggunaannya ditingkat profesional guna menambah nilai manfaat bagi pengguna produk *The New Macbook Pro*.

Kata kunci : Daya Tarik Iklan, Youtube, Proses Pengambilan Keputusan Konsumen

**THE INFLUENCE OF ADVERTISING ATTRACTIONS OF VIDEO
ADVERTISEMENT THE NEW MACBOOK PRO VERSION SO MUCH
TO TOUCH IN YOUTUBE TO THE PROCESS OF CONSUMER
DECISION MAKING
(Survey on Employees of CODEinc)**

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Abstract

The background of this study is the number of companies one of which Apple uses Youtube as a medium to advertise seen from the more expensive advertising in the media television, print media, or radio. This study aims to determine the influence of advertising attractions of video advertisement The New Macbook Pro so much to touch version on Youtube to purchasing decisions (survey on employees of CODEinc). This research was conducted with quantitative approach and type of explanative research with survey method. Samples in this research are employees of PT Lintas Jejaring Digital or CODEinc which is located at Jl. Bangka Raya No.97 Pela Mampang, South Jakarta as many as 57 people. Sampling technique using census method due to the number of respondents under 100. The results showed that there is influence between ad attraction The New Macbook Pro so much to touch version on Youtube to the purchase decision of 20% of the test coefficient of determination. From t table the value is determined at a significant level of 0.10 and $df = n-2$. Ie $57-2 = 55$. Thus the value of t table is 1.673. Based on these calculations, the calculation results $t_{arithmetic} > 3.705$ table that is $>$, it can be concluded H_0 rejected and H_a accepted which means the influence of advertising attractions of video advertisement The New Macbook Pro so much to touch version on Youtube to the purchase decision are exist. With this research, it is advisable that Apple in promoting its newest product is not enough just with video on Youtube, but also with stronger advertising influence such as in television or outdoor advertisement in the capital city. Coupled with more exclusive sales to add prestige or prestige to the owner of the product. The introduction of the latest feature innovation that is touchbar expected to be more specific in its use in the professional level in order to increase the value of benefits for users of The New Macbook Pro products.

Keywords: Advertising Attractions, Youtube, Process of Consumer Decision Making