

**PENGARUH PENGGUNAAN PESAN IKLAN MELALUI  
JINGLE MC DONALD’S VERSI “MANA LAGI” DI MEDIA  
TELEVISI TERHADAP PENINGKATAN *BRAND EQUITY*  
(Survei kepada mahasiswa Politeknik Swadharma Pondok Cabe)**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan pesan iklan melalui *jingle* McDonald’s versi “manalagi” di media televisi terhadap peningkatan *brand equity* (survey kepada mahasiswa Politeknik Swadharma Pondok Cabe). Penelitian ini dilakukan dengan menggunakan jenis penelitian kuantitatif. Populasi penelitian ini adalah Mahasiswa Politeknik Swadharma Pondok Cabe dengan jumlah 86 sampel. Teknik penarikan sampel dalam penelitian ini menggunakan metode *Proportionate Stratified Random Sampling* yang berarti populasinya dikelompokkan kedalam kategori yang disebut strata. Teknik analisis pengaruh variabel Y terhadap variabel X menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program *SPSS (Statistical Product and Service Solutions)* versi 21. Hasil dari penelitian ini menunjukkan bahwa korelasi variabel X dengan variabel Y sebesar 0,641. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 41%. Dengan demikian perhitungan  $t$  hitung  $>$   $t$  tabel yaitu  $7,637 > 1,658$  maka dapat disimpulkan  $H_0$  ditolak dan  $H_a$  diterima. Dengan demikian dapat disimpulkan terdapat pengaruh yang signifikan antara penggunaan pesan iklan melalui *jingle* McDonald’s versi “mana lagi” di media televisi terhadap peningkatan *brand equity* (survey kepada mahasiswa Politeknik Swadharma Pondok Cabe).

**Kata Kunci :** Pesan iklan, *Jingle* McDonald’s, *Brand Equity*.

**THE INFLUENCE OF THE USE OF THE ADVERTISING  
MESSAGE THROUGH JINGLE MCDONALD'S VERSION OF  
"WHERE ELSE" IN THE TELEVISION MEDIA TO  
INCREASED BRAND EQUITY  
(The survey to the students of Polytechnic Swadharma Pondok  
Cabe)**

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**Abstract**

This research aims to know the influence of the use of the advertising message through the McDonald's jingle version of the "where else" in the television media to increased brand equity (the survey to the students of Polytechnic Swadharma Pondok Cabe). The research was carried out using this type of quantitative research. The population of this research is the Polytechnic Student Swadharma chilli cottage with a population of 86 samples. Sample with drawal technique in this study using the method of Proportionate Stratified Random Sampling which means the population is grouped into a category called strata. The technique analysis of influence of variable Y against X variable using the coefficient determination test. The technique of testing data is processed using program SPSS (Statistical Product and Service Solutions) version 21. The results of this research show that the correlation of the variable X with variable Y of 0.641. Based on the results of the calculation of the coefficient of determination is obtained the results of the presence of the influence of variables X against Y variables of 41%. Thus the calculations  $t_{\text{calculate}} > t_{\text{table}}$  i.e.  $7.637 > 1.658$  then it can be inferred  $H_0$  denied and  $H_a$  is received. Thus it can be concluded there was significant influence between the usage of advertising message through the McDonald's jingle version of the "where else" in the television media to increased brand equity (the survey to the students of Polytechnic Swadharma Pondok Cabe).

**Keywords:** Advertising messages, the McDonald's Jingle, Brand Equity