

Persepsi khalayak sasaran atas iklan layanan masyarakat di televisi (studi terhadap program pengalihan minyak tanah ke elpiji tahun 2007)

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Abstrak

In May 2007, Pertamina started a program as a result of the high price of world crude oil. The new program is called energy conversion year 2007, which converts the consumption of kerosene to LPG of households and small industries in Jakarta and surroundings. Like any other campaign, the objective of this program is to change the behavior of the target adopters, in this case buying behavior of kerosene to LPG. In order to accelerate the campaign, Pertamina uses some tools to communicate the idea to the target adopters. One of the tools is using Public Service Advertising (PSA) on television. Using television as the communication medium gives some advantages in delivering the social idea, namely combining the function of audio and visual, as well as reaching a wide range of audience at once. By using PSA on television, Pertamina expect the target adopter to comprehend the message content the same way they do. Consequently, the attention of this study is to discover the perception of target adopters toward PSA on television. This is a descriptive study with quantitative approach, which uses survey with questionnaires distributed to 100 respondents. The results were statistically analyzed by using frequency tables and mean. In analyzing the data, the variables of exposure to PSA is derived into product/message thoughts, source oriented thoughts, and ad execution thoughts. This study concludes that the target adopters already have good perception on the PSA. In the dimension of product/message thoughts, one-sided-message of a PSA is the most attractive of all dimensions that indicates message structures and contents. For the second dimension, source oriented thoughts, similarity between source and target adopters could increase the level of certainty of the target adopters. Last but not least, using the music that the target adopters fond of could create a positive reaction upon the PSA. According to the results that this study concludes, marketer as well as ads agency should pay more attention on those indicators to create a good perception on the PSA and Pertamina also have to pay more attention on the quality of the product that is perceived by the target adopters to generate a buying behavior.