

Evaluasi dan perancangan pesan dalam iklan jangan merokok untuk siswi SMA melalui metode Elaboration Likelihood Model (ELM) = Evaluation and construction of message in don 't smoke advertisement for female high school students Through Elaboration Likelihood Model GLW Method

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Abstrak

Data menunjukkan bahwa jumlah siswi SMA yang merokok mengalami kenaikan pesat beberapa tahun belakangan. Hal ini mengkhawatirkan mengingat dampak negatif rokok bagi perempuan sangat besar, apalagi bila aktivitas merokok sudah dimulai sejak dini. Dari sisi pemasaran, fenomena naiknya jumlah Siswi SMA yang merokok ini dapat dipandang sebagai hasil dari kalahnya efektivitas iklan jangan merokok sebagai bentuk promosi social marketing dibandingkan dengan iklan rokok. Tesis ini mencoba menentukan efektivitas iklan jangan merokok menurut teori ELM. Hasil penelitian menemukan bahwa iklan jangan merokok untuk Siswi SMA kurang efektif karena disampaikan melalui isu yang kurang relevan bagi mereka, Karenanya, penelitian mencoba meningkatkan efektivitas iklan jangan merokok melalui jalur peripheral route BLM.

.....Data shows that the number of female high school students who smoke greatly increases this past years. This makes for a concern because the negative effects of smoking to female are massive, especially when smoking is started in early years of 1%. From the perspective of management, this phenomena can be seen as a result of ineffectiveness in don 't smoke advertisement as a part of the promotion element of social marketing compares to the smoking advertisement. This thesis attempts to determine the effectiveness of the advertisement with ELM theory. Research conducted shows that it is ineffective to female high school students because it is delivered in an issue that is of less relevance to them. Thus, the research attempts to leverage its effectiveness by formulating a peripheral route approach in ELM.