

Analisa pengaruh penambahan headline pada iklan metafora gambar terhadap elaborasi kognitif, elaborasi afektif, sikap terhadap iklan, dan sikap terhadap merek = Analysis of the effect of adding headline on pictorial metaphor advertising toward cognitive elaboration affective elaboration attitude toward advertising and attitude toward the brand

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mempelajari pengaruh penambahan headline pada iklan metafora gambar dengan membandingkan antara produk high involvement thinking rasional dan produk high involvement feeling emosional kepada elaborasi kognitif elaborasi afektif persuasi iklan sikap terhadap iklan dan sikap terhadap merek Untuk dapat meneliti pengaruh penambahan headline pada iklan metafora gambar dan perbandingan pengaruhnya pada produk high involvement thinking dan produk high involvement feeling tersebut maka dalam penelitian ini digunakan desain faktorial 3 Iklan Metafora Gambar No Headline Moderate Headline Complete Headline x 2 Produk High Involvement Thinking Feeling Hasil dari penelitian ini menunjukkan bahwa pada produk high involvement thinking iklan metafora gambar tanpa penambahan headline lebih menghasilkan elaborasi kognitif dan lebih disukai dibandingkan dengan iklan metafora visual dengan moderate headline maupun complete headline.

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ABSTRACT

Research is aimed to study the influence of adding headline on visual metaphor advertising and compare the effect between high involvement product thinking and high involvement product feeling over the cognitive elaboration affective elaboration advertising persuasiveness attitude toward the ad and attitude toward the brand To be able to examine the influence of adding headline on visual metaphor advertising in this study used a factorial experiential design 3 Visual metaphor advertising No Headline Moderate Headline Complete Headline x 2 High Involvement Product Thinking High Involvement Product Feeling The result of this research show that visual metaphor advertising without headline no headline add is elicited more cognitive elaboration and have positive attitude toward the advertising ;Research is aimed to study the influence of adding headline on visual metaphor advertising and compare the effect between high involvement product thinking and high involvement product feeling over the cognitive elaboration affective elaboration advertising persuasiveness attitude toward the ad and attitude toward the brand To be able to examine the influence of adding headline on visual metaphor advertising in this study used a factorial experiential design 3 Visual metaphor advertising No Headline Moderate Headline Complete Headline x 2 High Involvement Product Thinking High Involvement Product Feeling The result of this research show that visual metaphor advertising without headline no headline add is elicited more cognitive elaboration and have positive attitude toward the advertising , Research is aimed to study the influence of adding headline on visual metaphor advertising and compare the effect between high involvement product thinking and high involvement product feeling over the cognitive elaboration affective elaboration advertising persuasiveness attitude toward the ad and attitude toward the brand To be able to examine the influence of adding headline

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