

Antropomorfisme dalam komunikasi pemasaran pengaruh demonstrasi antropomorfik terhadap persepsi kemampuan produk dan intensi membeli = Effect of anthropomorphic demonstration on perceived product efficacy and purchase intention

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Abstrak

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Disertasi ini bertujuan untuk menguji bahwa unsur antropomorfik dalam iklan, yaitu mendemonstrasikan kemampuan produk menggunakan perilaku manusia (demonstrasi antropomorfik), lebih efektif untuk menjelaskan kemampuan produk yang sulit dimengerti. Untuk mencapai tujuan ini dilakukan 3 studi eksperimental, dengan menggunakan arketip hero untuk menggambarkan produk dalam wujud manusia. 5 pilot studi dilakukan untuk membuat stimulus eksperimen berupa iklan TV animasi. Hasil studi 1 menunjukkan bahwa demonstrasi antropomorfik lebih efektif dibandingkan perilaku berbicara, dan non-antropomorfik.

Pada studi 2, demonstrasi antropomorfik memiliki pengaruh paling positif terhadap persepsi kemampuan produk jika karakter yang melakukannya sangat mirip dengan manusia nyata. Pengaruh ini tidak signifikan dimoderasi oleh tendensi antropomorfik. Pada studi 3, perilaku dengan kekerasan/tanpa kekerasan dalam demonstrasi antropomorfik berpengaruh positif terhadap persepsi kemampuan produk pada partisipan laki-laki, dan pada partisipan dengan power yang rendah. Pada ketiga studi tersebut persepsi kemampuan produk secara signifikan menjadi mediasi pengaruh demonstrasi antropomorfik terhadap intensi membeli

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ABSTRACT

This dissertation aims to examine that anthropomorphic elements in advertising, demonstrating the efficacy of the product using human behavior (anthropomorphic demonstration), is more effective to explain the efficacy of the products that are difficult to understand. To achieve this goal we conducted three experimental studies, using hero archetype to illustrate the product in human form. Five pilot studies were conducted to create the experimental stimulus in the form of animated TV ads. Study 1 show that the anthropomorphic demonstration more effective than verbal behavior, and non-anthropomorphic.

In study 2, the anthropomorphic demonstration has the most positive effect on the perceived product efficacy if the character is very similar to a real human. This effect is not significantly moderated by anthropomorphic tendencies. In study 3, the violent behavior in the anthropomorphic demonstration positively influences the perceived product efficacy on male participants, and the participants with low power. In all of these studies the perceived product efficacy significantly mediates anthropomorphic demonstration effect on purchase intention

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