

Pengaruh Pendekatan Sumber Pesan dan Benefit Appeal pada Iklan terhadap Sikap Khalayak (Studi Eksperimental pada Iklan mengenai Body Shaming) = The Impact of Message Source Appeal and Benefit Appeal in Advertisement on Audiences Attitude (Experimental Study on Body Shaming Advertisement)

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Abstrak

Body shaming telah menjadi kebiasaan masyarakat yang dapat terjadi secara langsung maupun di dunia maya. Media menjadi salah satu sumber terciptanya *body shaming*, karena media menciptakan standar tubuh “ideal” pada masyarakat. Kurangnya kesadaran masyarakat mengenai *body shaming* menjadi alasan mengapa isu ini sering terjadi di Indonesia. Maka, dibutuhkanlah iklan sosial dengan pendekatan. Pendekatan iklan yang paling umum digunakan adalah pendekatan sumber pesan dengan *rational appeal* (A1) dan *emotional appeal* (A2), serta *benefit appeal* dengan *self-benefit appeal* (B1) dan *other-benefit appeal* (B2). Masih sangat minim data dari penelitian terdahulu mengenai pendekatan iklan pada isu sosial *body shaming*. Penelitian ini meyoroti bagaimana interaksi pendekatan-pendekatan tersebut mempengaruhi keefektifan iklan dengan sikap khalayak terhadap iklan (Y). Penelitian ini menggunakan metode eksperimen dengan desain faktorial 2x2 dengan perlakuan iklan Grup 1 (A1 B1), Grup 2 (A1 B2), Grup 3 (A2 B1), dan Grup 4 (A2 B2) yang dinilai menggunakan kuesioner yang diisi 120 responden. Hasil yang didapatkan menggunakan analisis *two-way ANOVA* menunjukkan bahwa terdapat pengaruh pendekatan sumber pesan (X1) terhadap sikap khalayak terhadap iklan, terdapat juga pengaruh *benefit appeal* (X2) terhadap sikap khalayak terhadap iklan, dan terdapat pengaruh interaksi pendekatan sumber pesan dengan *benefit appeal* terhadap sikap khalayak terhadap iklan. Dengan nilai mean paling tinggi adalah pada iklan Grup 4, iklan dengan *emotional appeal* dan *other-benefit appeal*.

.....Body shaming has become a habit for society that can happen in person or online. Media is one of cause of body shaming, for it creates “ideal” body standards in society. Lack of public awareness is one of the reasons why this issue often occurs in Indonesia. Therefore, social advertisement with appeal is needed. The most commonly used appeals are the message appeal with *rational appeal* (A1) and *emotional appeal* (A2), as well as *benefit appeal* with *self-benefit appeal* (B1) and *other-benefit appeal* (B2). There is still very little data from previous study regarding advertising appeal for social issue. This research highlights how the interaction of these appeals impacts the effectiveness of advertisements, using attitude towards the ads (Y). This research uses experimental method with 2x2 factorial design with Group 1 (A1 B1), Group 2 (A1 B2), Group 3 (A2 B1), and Group 4 (A2 B2) advertisements, assessed with questionnaires distributed to 120 respondents. The results obtained using *two-way ANOVA* analysis, shows that there is an effect of the message appeal (X1) on the audience’s attitude towards the advertisement (Y), there is also an effect of *benefit appeal* (X2) on the audience’s attitude towards the advertisement (Y), an there is an effect of the interaction of message appeal with *benefit appeal* on the audience’s attitude towards the advertisement. The highest mean value is Group 4, advertisement with *emotional appeal* and *other-benefit appeal*.