

## ABSTRAK

Nama : Baskoro Adhi Pratomo  
Program Studi : Ilmu Komunikasi  
Judul : **Analisis Hubungan Terpaan Iklan Esia Versi 299ribu Dengan Keputusan Pembelian (studi eksplanatory tentang efek iklan di kalangan mahasiswa FISIP UI)**

Dunia telekomunikasi sedang berkembang pesat di Indonesia, perkembangan ini terlihat dari belanja iklan mereka yang telah menempati urutan pertama dalam daftar belanja iklan di Indonesia. Esia sebagai salah satu pemain dalam industri telekomunikasi saat ini menempati urutan kedua dalam belanja iklan produk telekomunikasi dibawah XL. Esia menggunakan iklan sebagai media mereka berpromosi. Pertanyaan yang timbul ialah apakah iklan berhubungan dengan keputusan pembelian konsumen? Tujuan penelitian ini ialah untuk menemukan hubungan antara terpaan iklan dengan keputusan pembelian. Penelitian ini menggunakan paradigma positivis dengan pendekatan kuantitatif dan bersifat eksplanatif. Pengumpulan data dengan menggunakan metode survey terhadap 100 responden mahasiswa ilmu komunikasi FISIP UI secara *systematic sampling*. Penelitian ini menggunakan model *advertising exposure Process. Attitude component and manifestation*, serta *consumer decision-making process*. Responden dalam penelitian ini ialah mahasiswa ilmu komunikasi angkatan 2004 – 2008 yang masih aktif. Hasil penelitian ini ialah terdapat hubungan yang positif antara terpaan iklan dengan keputusan pembelian dan sikap sebagai variabel intervening terhadap hubungan antara terpaan iklan dengan keputusan pembelian.

Key Word : Terpaan Iklan, Keputusan Pembelian, Iklan, Esia

## ABSTRAK

Name : Baskoro Adhi Pratomo  
Study program : Communication science  
Judul : **The analysis of relations of the Advertising exposure Esia (Version 299ribu) with the Decision of the Purchase (the study eksplanatory about the effect of the advertisement in the student's circle FISIP UI)**

The world of the telecommunications was developing fast in Indonesia, this development was seen from their advertisement expenses that occupied the first place in the list of the advertisement expenses in Indonesia. Esia as one of the players in the telecommunications industry at this time occupied the second place in the expenses of the advertisement of the telecommunications product was supervised by XL. Esia used the advertisement as their media did a promotion. The question that emerged was whether the advertisement was connected with the decision of the purchase of the consumer? The aim of this research was to find relations between the advertising exposure and the decision of the purchase. This research used the paradigm positivis with the quantitative approach and was eksplanatif. The data collection by using the method survey against 100 FISIP UI respondents of the student of communication knowledge in a systematic manner sampling. This research used the model advertising exposure Process. Attitude component and manifestation, as well as consumer decision-making process. The respondent in this research was the student of knowledge of generation communication 2004 – 2008 that still was active. Results of this research were to be received by relations that were positive between the advertising exposure and the decision of the purchase and the attitude as

Key Word: the advertising exposure, the decision of the purchase, the Advertisement, esia