

ABSTRAK

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Judul : SIKAP PENGHINDARAN IKLAN (*AD AVOIDANCE*) DI
INTERNET PADA KALANGAN MAHASISWA FISIP UI

Skripsi ini membahas tentang Iklan di *Internet*, terutama tentang bagaimana sikap mahasiswa FISIP UI terhadap iklan yang ada di halaman situs yang sedang diakses. Sikap yang diteliti adalah sikap negatif yaitu penghindaran iklan sebagai bentuk dari perilaku konsumen. Penelitian ini adalah penelitian kuantitatif-deskriptif yang bertujuan untuk mendapatkan gambaran tentang sikap responden terhadap iklan di *Internet*. Data untuk penelitian ini diperoleh melalui penyebaran kuesioner sebagai instrumen penelitian. Hasil penelitian menunjukkan bahwa sikap penghindaran iklan di *Internet* di kalangan mahasiswa FISIP UI adalah cukup, diukur dari dua hal yaitu sikap dan perintang tujuan.

Kata kunci:

Perilaku Konsumen, Sikap, Penghindaran Iklan, Iklan di Internet

ABSTRACT

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Study Program : Business Administrative
Judul : *Advertising Avoidance Attitude on Internet Advertising among FISIP UI Students*

The focus of this study is the attitude toward advertisement appear on the website on the internet, including how it was accessed by college students of FISIP UI. The purpose of this study is to understand negative attitude toward advertisement on the internet that often be recognized as advertising avoidance. The attitude itself is a part of broader concept known as Consumer Behavior. This research is qualitative-descriptive. The data were collected by means of survey with questionnaire as the main instrument of data collecting. The data suggest that the advertising avoidance attitude among FISIP UI college students is relatively high, according and evaluated based on attitude and goal impediment.

Keywords:
Consumer Behavior, Attitude, Advertising Avoidance, Internet Advertising