

ABSTRAK

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Program Studi : Magister Manajemen
Judul : Analisis pengaruh *marketing appeals, accountability, dan self awareness* terhadap keinginan berdonasi (studi pemasaran terhadap organisasi *charity*).

Aktivitas *marketing* organisasi non profit di Indonesia tidak sepenuhnya efektif dalam peningkatan penggalangan dana. Penelitian ini dimaksudkan untuk menggambarkan pengaruh keefektifan *marketing appeals (self & other benefit appeal)* terhadap keinginan berdonasi dalam kondisi *accountability (public & private)* dan *public self-awareness (high & low)*. Penelitian ini berbentuk sebuah penelitian *eksperimental research design* dengan menggunakan Analisis Statistik Deskriptif terhadap 158 orang mahasiswa MMUI sebagai partisipan. Riset eksperimen ini merupakan riset penelitian dengan 2 studi (8 *cell*) yaitu riset penelitian studi 1 (*public & private accountability*) berbentuk 2x2 dan studi 2 (*high & low self awareness*) berbentuk 2x2. Temuan penelitian menyarankan agar para pemasar menempatkan *message appeals* disesuaikan dengan tipe *appeals* suatu organisasi nonprofit dalam segala kondisi yang berbeda.

Kata kunci :
Marketing appeals, akuntabilitas, public self awareness, keinginan berdonasi, organisasi charity, periklanan.

ABSTRACT

Name : Anastasia Octavia Tambunan
Study Program : Magister Management
Title : The analysis of *marketing appeals, accountability, and self awareness effect* in influencing donation intention (a marketing study of charitable organization).

The marketing activities of nonprofit organization in Indonesia have not fully represented the effective ways in developing fund-raising. General objective of this research is to examine the marketing appeals (self & other benefit appeal) effect in influencing donation intention in condition of accountability (public & private) and public self-awareness (high & low). This research used an experimental research design with Statistic Descriptive Analysis through 158 undergraduate student of MMUI as a participant. This experimental research consist of 2 studies (8 cell), this would require: 2x2 (4cell) of studi 1 (public & private accountability) and 2x2 (4cell) of studi 2 (high & low self awareness). The findings are suggesting that marketers should modify the marketing message appeal across conditions to match the appeal type of nonprofit organization.

Keywords:

Marketing appeals, accountability, public self awareness, donation intention, charity organization, advertising.