

ABSTRACT

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Effect of Exposure to Garnier Sakura White Ads Against Buying Interest Student of the Faculty of Communication, Gunadarma University, 2016 Force

(Descriptive Study of 2016 Students' Interest in Buying from Garnier Sakura White's Advertising on Television)

keywords: Garnier Sakura white advertisement, exposure, buying interest

(XV +108 + L-9)

Buying interest is a process of integration that combines knowledge to evaluate two or more alternative behaviors and choose one of them. There are two sources of information used when assessing a physical need, namely individual perceptions of physical appearance and external information sources such as perceptions of other consumers, then television media is rated as a better medium in communicating an advertisement than newspapers, radio, or outdoor promotions such as billboard. The purpose of this study was to determine the effect of Garnier facial cleansing advertisements on buying interest in female students of Gunadarma University Faculty of Communication Sciences 2016. The theory used was the Theory of Uses and Gratification. The Research Method is quantitative with the positivism paradigm. The results of this study were 61.6%, which means that there was an effect of Garnier Sakura White's advertising exposure to buying interest and 38.4% (100% - 61.6%) of other factors. The conclusion is from 140 respondents obtained the results of testing the hypothesis which states that H_a is accepted and H_o is rejected, which means that there is an effect of Garnier Sakura White's advertising exposure to the interest in buying students of the Faculty of Communication, Gunadarma University 2016. in order to increase buying interest, the company is expected to always maintain or even improve the quality of services that can attract consumers and create advertisements that are more exposed to consumer feelings.

Books (2002-2012), Other Sources (2013-2016).