

ABSTRACT

ANNISA EKA CAHYANI, 10815865

The Influence between "Al Ghazali Version" Fried Indomie Advertising on Television Against Consumer Buying Interest

(Study of Gunadarma University Communication Science Students For 2016 and 2017)

Key words: The Influence, Ads, Buying Interest.

(xiii+ 70 + attachments)

This study aims to examine the influence between “Al Ghazali version” of fried indomie advertising on Television against consumer buying interest. The method in this study using quantitative explanatory methods. The variable used are fried indomie advertisements and consumer buying interest. The sample in this study were 90 respondents. The sampling technique i used was purposive sampling, for communication science students of Gunadarma University, Depok class 2016 and 2017 who have watched fried indomie ads on television. Hypothesis testing used a linear regression analysis test with the help of SPSS version 24. The analytical method i used is descriptive analysis method. Based on the results of the analysis, it can be concluded that there is a strong and significant the influence between “Al Ghazali's version” of fried indomie ads on television to the buying interest of communication science students of Gunadarma University Depok 2016 and 2017.

Bibliography (2003 - 2016)