INTISARI

Penelitian ini berjudul Analisis Efektifitas Iklan Televisi Produk Pasta Gigi Pepsodent. Penelitian ini bertujuan untuk mengidentifikasi iklan pasta gigi merek Perpsodent yang ditayangkan ditelevisi dan untuk mengidentifikasi apakah ada perbedaan efektifitas pasta gigi merek Pepsodent berdasarkan evaluasi konsumen dan perilaku konsumen dari segmen pria dan wanita. Metode penelitian meliputi pemilihan subjek penelitian, teknik pengambilan sampel (*purposive sampling*), jenis data (data primer), teknik pengumpulan data (kuesioner), definisi operasional, variabel penelitian, evaluasi konsumen (X_1), perilaku konsumen (X_2), uji kualitas data (pengujian validitas menggunakan *product moment coefficient of corelation* dan pengujian reliabilitas menggunkan teknik *cronbach alpha* dan uji hipotesis dan analisa data (mengunakan skala likert) dan untuk mengetahui keefektifitasan iklan digunakan alat analisis *aritmatic mean* dan untuk mengetahui perbedaan efektifitas iklan segmen pria dan wanita.

Hasil penelitian menunjukan bahwa dari hasil analisis menggunkan rata-rata hitung menunjukan bahwa evaluasi konsumen dan perilaku konsumen segmen pria dan wanita adalah efektif, sedangkan berdasarkan hasil uji beda dua mean tidak terdapat perbedaan penilaian efektifitas iklan berdasarkan evaluasi konsumen dan perilaku konsumen segmen pria dan wanita.

Kata kunci: periklanan, evaluasi konsumen, perilaku konsumen

ABSTRACT

The research caption is "Analyzed Effectiveness television Advertisement of Product Pepsodent toothpaste". The direction of the research for advertising identification toothpaste of Pepsodent shown television and for identification toothpaste which have difference effectiveness toothpaste of Pepsodent based on consumer's evaluation and consumers between male and female. Method of research included selecting of research subject. Technique of gathering sample was purpose sampling. Type of data was primary one. Technique of gathering data was questionnaire. Operational definition of research variables included Consumer's Evaluation (X1), Consumer's Behavior (X2). In test of data quality, validity test used product moment coefficient of correlation and reliability test used Alpha Cronbach Technique and hypothesis test and data analysis was Likert Scale Method. To indicate effectiveness of advertisement, it was used mean arithmetic analysis tool and to indicate difference of advertisement effectiveness in male and female segment it was used two mean difference test analysis test.

Result of research indicated that average estimation of consumer's evaluation and consumer's behavior in male and female segment was effective, while based on two mean difference test there was no difference of evaluation in advertisement effectiveness based on consumer's evaluation and consumer's behavior between male and female segment.

Keywords: advertisement, consumer's evaluation, consumer's behavior