

## **ABSTRAK**

### **TERPAAN IKLAN TROPICANA SLIM: *SWEET SHARE* DI TELEVISI TERHADAP PENCEGAHAN PENYAKIT DIABETES**

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan iklan Tropicana Slim: *sweet share* di televisi terhadap upaya pencegahan penyakit diabetes pada mahasiswa di dusun Tambakbayan. Terpaan media adalah kegiatan mendengar, melihat, dan membaca pesan-pesan media ataupun mempunyai pengalaman dan perhatian terhadap pesan tersebut yang dapat terjadi pada individu atau kelompok. Metode yang digunakan dalam penelitian ini adalah analisis kuantitatif. Penelitian dilakukan dengan cara menyebarkan kuesioner, observasi, dokumentasi, dan studi pustaka. Populasi penelitian adalah mahasiswa yang bertempat tinggal di dusun Tambakbayan, dengan total sampel sebanyak 83 orang. Teknik analisis data yang digunakan adalah analisis *product moment* dan analisis regresi linier sederhana dengan bantuan program *SPSS for windows versi 16.0*. Dari penelitian yang telah dilakukan diperoleh hasil korelasi *product moment* sebesar 0,421 yang artinya semakin sering menonton iklan Tropicana Slim: *sweet share* di televisi maka pencegahan penyakit diabetes juga semakin meningkat. Menonton iklan tersebut juga dapat memberikan pengaruh  $R^2$  sebesar 0,177 atau 17,7% terhadap pencegahan penyakit diabetes. Berdasarkan hasil analisis diperoleh  $t_{hitung}$  (4,178) lebih besar dari hasil  $t_{tabel}$  (1,663). Berdasarkan hal di atas, maka dapat disimpulkan bahwa ada pengaruh yang signifikan antara menonton iklan Tropicana Slim: *sweet share* di televisi dengan pencegahan penyakit diabetes, dan hipotesis yang digunakan dalam penelitian ini juga telah teruji dan diterima kebenarannya.

Kata Kunci : Terpaan media, iklan televisi, Tropicana Slim, diabetes.

## **ABSTRACT**

### **THE EXPOSURE OF TROPICANA SLIM COMMERCIAL: SWEET SHARE IN THE TELEVISION TO THE PREVENTION OF DIABETES**

*This research has purpose to know the effect of the exposure of Tropicana Slim commercial: sweet share in the television to the prevention effort of diabetes for student in Tambakbayan village. Media exposure was activity of listening, watching, and reading the media messages or having experience and attention to those messages that could happen to the individual or group. The method that used in this research was quantitative analysis. The research was done by distributing questionnaires, observation, documentation, and literature study. The research population was student that stayed in Tambakbayan village with total sample as 83 persons. Analytical data technique that used was product moment analysis and simple linear regression analysis by using SPSS for windows version 16.0 program. From the research that has been done obtaining corelation result of product moment as 0.421 by the meaning was more often watch the Tropicana Slim commercial: sweet share in the television then the prevention of diabetes also increase. Watching that commercial could aslo give  $R^2$  effect as 0.177 or 17.7% to the prevention of diabetes. Based on the analysis results earned  $t_{hitung}$  (4.178) greater than the result of  $t_{tabel}$  (1.663). Based on explanation above, could be concluded that there was significant effect between watching The Tropicana Slim commercial: sweet share in the television with the prevention of diabetes, and the truth of hypothesis which was used in this research also tested and accepted.*

*Key Words : Media exposure, television commercial, Tropicana Slim, diabetes.*