

ABSTRAK

Suatu hal yang menarik yang ingin dilihat secara konkret dengan suatu riset konsumen dapat melihat faktor rasional maupun faktor emosional yang mempengaruhi preferensi atau pilihan pembeli potensial. Dimana faktor rasional maupun emosional akan lebih banyak ditentukan oleh penayangan iklan, baik dilihat dari ketertarikan *jingle* iklan, kredibilitas bintang iklan maupun pemahaman tema iklan McDonald's yang ditayangkan pada televisi swasta dan untuk mengetahui pengaruhnya terhadap *recall audience*. Metode penelitian ini menggunakan metode survey yakni pengamatan dan penyelidikan secara kritis untuk mendapatkan keterangan yang tepat terhadap suatu persoalan dan obyek tertentu di daerah kelompok komunitas atau lokasi tertentu akan ditela'ah. Dalam penelitian ini sampel yang diambil adalah sebagian pelanggan McDonald's di Yogyakarta yang berjumlah 92 orang. Metode pengambilan sampel dalam penelitian ini adalah *accidental sampling*. Hasil analisis menunjukkan bahwa variabel ketertarikan *jingle* iklan mempunyai pengaruh positif terhadap *recall audience* Iklan Produk McDonald's di Televisi (nilai probabilitas $t_{\text{hitung}} (0,000) < \text{Level of Significant} (0,05)$). Hal ini dapat diartikan, jika ketertarikan *jingle* iklan meningkat, maka *recall audience* Iklan Produk McDonald's di Televisi juga akan mengalami peningkatan signifikan. Variabel kredibilitas bintang iklan mempunyai pengaruh positif terhadap *recall audience* Iklan Produk McDonald's di Televisi (nilai probabilitas $t_{\text{hitung}} (0,026) < \text{Level of Significant} (0,05)$). Hal ini dapat diartikan, jika variabel kredibilitas bintang iklan meningkat, maka *recall audience* Iklan Produk McDonald's di Televisi juga akan mengalami peningkatan signifikan. Variabel pemahaman tema iklan mempunyai pengaruh positif terhadap *recall audience* Iklan Produk McDonald's di Televisi (nilai probabilitas $t_{\text{hitung}} (0,000) < \text{Level of Significant} (0,05)$). Hal ini dapat diartikan, jika variabel pemahaman tema iklan meningkat, maka *recall audience* Iklan Produk McDonald's di Televisi juga akan mengalami peningkatan signifikan.

ABSTRACT

Something that is interesting that needs to be seen in concrete in a consumer research to find out the factors of rational or emotional which influence preference or selection of potential buyers, where the factor of rational or emotional will be much influenced by advertisement, as seen from the interest in the advertisement jingle, the credibility of the model, or the understanding towards the theme of the advertisement of McDonald's presented on private television and to find out the influence towards the *recall audience*. The method of this research is using survey method, that is to observe and investigate critically to gain exact explanation towards a matter and certain object in the area of certain community and location which will be studied. In this research, the sample taken is some of McDonald's consumers in Yogyakarta, which consisted of 92 people. Sampling method in this research is *accidental sampling*. The result of this analysis showed that interest variable towards advertisement jingle has positive influence towards *recall audience* of the product advertisement of McDonald's on television (probability value $t_{\text{count}} (0,000) < \text{Level of Significant} (0.05)$). In means that, if the interest towards advertisement jingle is increased, then the *recall audience* of the products of McDonald's advertisement on television will also increased significantly. The variable of the credibility of the model has positive influence towards *recall audience* of the product of McDonald's advertisement on television (probability value $t_{\text{count}} (0,026) < \text{Level of Significant} (0.05)$). In means that, if the variable of the credibility of the model is increased, then the *recall audience* of the products of McDonald's advertisement on television will also increased significantly. The comprehension towards the advertisement theme has positive influence towards *recall audience* of the products of McDonald's advertisement on television (probability value $t_{\text{count}} (0.000) < \text{Level of Significant} (0.05)$). It means that, if the comprehension variable of the advertisement theme is increased, then the *recall audience* of the products of McDonald's advertisement on television will also increased significantly.