

ABSTRAK

Dewasa ini persaingan dalam industri kendaraan roda dua semakin ketat. Hal ini ditunjukkan dengan banyaknya pengguna sepeda motor membuat perusahaan menciptakan produk baru. Begitu juga Honda hadir dengan varian sepeda motor *matic*nya. Berdasarkan data penjualan pada tahun 2011 Honda tetap unggul dibanding merek lain. Banyak faktor yang membuat Honda lebih unggul dalam penjualan, antara lain Honda teruji mempunyai mesin yang bandel, Honda mempunyai harga puna jual yang tinggi, pemakaian bahan bakar Honda irit, suspensinya enak, teknologinya canggih dan top speednya mantap. Strategi pemasaran melalui media khususnya media televisi semakin membuat Honda mengudara di industri kendaraan roda dua. Setiap produk motor *matic*nya Honda mempunyai konsep tersendiri dengan pemilihan endorser yang mewakili produknya dengan memasang Agnes Monica dan Daniel Mananta sebagai *endorser*. Agnes dan Daniel memberi *image* generasi muda yang enerjik, sporty, elegan, memiliki imej berkelas seperti halnya Vario. Tujuan penelitian ini adalah untuk mengetahui pengaruh terpaan bintang iklan sepeda motor *matic* Honda terhadap minat beli konsumen. Metode yang digunakan dalam penelitian adalah metode penelitian survey. Sampel yang digunakan dalam penelitian ini adalah warga Kutu Tegal. Sinduadi, Mlati Sleman, Yogyakarta yang berjumlah 100 orang. Berdasarkan hasil regresi sederhana diperoleh bahwa minat beli sepeda motor *matic* Honda dapat di jelaskan oleh variabel terpaan bintang iklan motor *matic* Honda sebesar sebesar 53,4% sedangkan sisanya sebesar 46,6% (100% - 53,4%) dipengaruhi oleh variabel lain, diluar model penelitian yang diteliti.

Kata Kunci : Terpaan bintang iklan, minat beli

ABSTRACT

Lately, competition on two-wheeled vehicle industry become so much tight. This is shown by the numbers of its product users who make the company create new products. This also prevails to Honda which presents a new variant of its matic bicycles. Based on sale data of 2011, Honda is still being a superior company of other companies in the business of two-wheeled vehicle industry. There are many reasons that make this company is more superior especially its product success sellings than others and some of them are: Honda is well-tested for having a recalcitrant engine, high post-sale price, frugal fuel consumption, good suspension, high technology, and precise top speed. Marketing strategy through media especially television makes it being better well-known than before. Every product of its matic bicycle has a special concept within choosing of endorser represents its products such as by presenting Agnes Monica and Daniel Mananta as the endorsers. Agnes and Daniel give an image of energetic, sporty, elegant, and having high-class image youngmen just same as Vario. Aim of this research is to know the influence of Honda matic motorcycle advertisement effect by involving star figures toward consumers' purchasing interest. This research used a survey research method. Sample in this research was the citizen of Kutu Tegal, Sinduadi, Mlati Sleman Yogyakarta as many as 100 subjects. Based on the result of simple linier regression it gains that purchasing interest to Honda matic motorcylce can be explained by the advertisement effect variable of 53.4% and the other 46.6% (100% - 53.4%) is influenced by other variables outside of this research.

Key words: advertising endorser, purchasing interest.