

## ABSTRAK

Perkembangan teknologi dalam dunia usaha saat ini mengakibatkan munculnya produk-produk baru dari berbagai perusahaan menjadikan persaingan yang semakin meningkat. Keadaan ini menuntut konsumen untuk lebih selektif dalam memilih produk. Hal yang terpenting bagi perusahaan yaitu bagaimana memikirkan strategi pemasaran yang terbaik. Strategi pemasaran yang dilakukan Yamaha Mio adalah melalui iklan di media baik cetak maupun elektronik, jika dilihat dari segi efektifitasnya iklan televisi lebih berpengaruh di banding iklan dengan media lain. Hal itu dikarenakan iklan televisi tidak hanya berupa gambar atau suara tetapi di kemas dengan audio visual. Iklan televisi lebih mudah diterima dan mudah masuk dalam memory konsumen akan satu merek termasuk iklan Yamaha Mio. Rumusan masalah dalam penelitian ini adalah adakah pengaruh media *exposure* iklan Yamaha Mio di televisi terhadap keputusan membeli konsumen di kelurahan Sinduadi Mlati Sleman. Penelitian ini bertujuan untuk mengetahui pengaruh yang signifikan media *exposure* iklan Yamaha Mio di televisi terhadap keputusan membeli konsumen di kelurahan Sinduadi Mlati Sleman. Jenis dari penelitian ini adalah penelitian survey dengan menggunakan metode kuantitatif. Teknik pengambilan sampel pada penelitian ini adalah *random sampling*. Berdasarkan hasil perhitungan didapatkan jumlah sampel sebanyak 75 orang. Teori yang digunakan dalam penelitian ini adalah Teori Kultivasi dan Teori Jarum Hipodermik. Berdasarkan hasil penelitian diperoleh nilai korelasi sebesar 0,520, signifikansi 0,000, hal ini berarti terdapat hubungan yang positif dan signifikan antara variabel media *exposure* iklan Yamaha Mio di televisi dengan keputusan pembelian konsumen. Tingkat keeratan antara kedua variabel masuk dalam kategori sedang. Berdasarkan hasil analisis regresi diperoleh besarnya koefisien determinasi ( $R^2$ ) sebesar 0,270 atau 27%, artinya bahwa keputusan pembelian konsumen dapat dijelaskan oleh variabel media *exposure* iklan Yamaha Mio di televisi sebesar 27%, sedangkan sisanya 73% dijelaskan oleh variabel lain di luar dari model penelitian ini.

**Kata Kunci** : Media *exposure*, Keputusan Pembelian

## ABSTRACT

Technology development in business world today is causing the emerging new products from many companies creating increasing competition. The condition is forcing the consumers to be more selective in choosing product. The most important thing for companies is how to figure out the best strategy. Marketing strategy implemented by Yamaha Mio is by using advertisement in media, printed or electronic, seen from the effectiveness the advertisement in television is more influential compared with other media. This is because the television advertisement is not only in forms of picture or audio but it is created in form of audio visual. Television advertisement is easier to be accepted and absorbed in the consumers' memory about one brand including the advertisement of Yamaha Mio. Problem formulation in this research is that the influence of media in exposing the advertisement of Yamaha Mio in television towards buying decision of the consumers in the District of Sinduadi Mlati Sleman. This research is aimed at finding out the significant influence of media exposure of the advertisement of Yamaha Mio in television towards buying decision of the consumers in the District of Sinduadi Mlati Sleman. The type of this research is survey study using quantitative method. Sampling technique in this research is *random sampling*. Based on the result of the measurements there are sample of 75 people. The theories used in this research are Cultivation Theory and Hypodermic Pin Theory. Based on the research result, it is gained that the correlation value is 0,520, significant at 0,000, this means that there is positive and significant relationship between the variable of media *exposure* of Yamaha Mio advertisement on television with buying decision of the consumers. Taut level between the two variables is in middle category. Based on the linear regression analysis, it is gained that the determination coefficient ( $R^2$ ) is 0,270 or 27% which means that the consumers' buying decision is explainable by the variable of media *exposure* of Yamaha Mio advertisement on television is 27%, while the rest of it of 73% is explained by other variable out of the research model.

**Keywords:** Media *exposure*, Buying Decision