

ABSTRACT

This research entitled THE INFLUENCE OF ALFAMART X GO-PAY INDONESIA ADVERTISEMENT TO POSITIVE ATTITUDES OF COLLEGE STUDENT. The high interest of television users in Indonesia and many companies or organizations prefer to advertise their products or services on television, one of them is the GO-PAY digital payment service that is developing in Indonesia.

The study aims to determine whether there is an influence between television commercials that aired Alfamart X GO-PAY towards student positive attitudes, because the most important aspect in building an effective program is understanding the attitude of the audience which will affect the use of service and how the promotion can affect the positive attitude of students by measuring 3 (three) aspects, namely cognitive, affective, and conative.

The method that the researchers used in this study was by using quantitative research methods, with the Stimulus – Organism – Response (S-O-R) theory from Effendy in his book Theory of Science and Philosophy of Communication. With quantitative methods, researchers can obtain data using questionnaire distribution techniques so that the data can complement this research. As well as producing explanatory data in the form of explanations from all respondents related to research.

The results obtained from this study are that there is a significant effect of the video component while for the audio component the effect is less significant than television ad impressions on the positive attitude of students. This influence has been measured through student phases from the stage of attention to entering the stage of direct action / words.

Based on the results obtained in the study, there are several suggestions obtained in the study, namely that the components and the quality of advertisements should be considered by the company. Especially by improving the quality of video and audio, so the audience or consumers will pay more attention to the product.

Keywords : advertisement, positive attitude, Alfamart X GO-PAY