

ABSTRACT

Advertising media is one of the ways to introduce a new product to consumer. One of the advertisement types which has many advantages is television. Google is one company which use television as their advertising media. Google is a company that use TV as their advertising media. Among several search engines, Google is the only one which use TV for their promotion. As the most popular search engine in the world, Google always make innovations in order to maintaining their popularity. One of their innovation is voice command features, called "Ok Google". Google TV advertising has many version but researcher chose the "Cari Lirik" version from others Google advertising version on tv. This study reasearch aims is to find out on how big the influence of Google TV advertising messages version of "Cari Lirik" on the use features of 'OK Google' to student in Bandung. This study reasearch aims is to find out on The Influence of Google Television Ads Library messages search lyrics to Google's Use of Ok Features in Bandung.

The type of this research is used a quantitative type and the paradigm of this research is positivistic. The population in the study were student in top 10 University in Bandung with age range 20-24 years old who have seen Google TV advertising "Cari Lirik" version, that is Institut Teknologi Bandung, Universitas Pendidikan Indonesia, Universitas Widyatama, Universitas Telkom, Universitas Komputer Indonesia, Universitas Islam Negeri Sunan Gunung Djati, Universitas Islam Bandung, Universitas Parahyangan, Universitas Kristen Maranatha, Universitas Pasundan. The sample used is 100 respondents by using purposive sampling technique.

The results showed a positive influence between elements of advertising ,essages by 36.7 % against the use of 'OK Google' features. While the remaining 67.3% influenced by other variables that not included to be researched. The T test result showed that the Advertisement (X) has 7,532 more T-count than 1,29 T-table of the Use of OK Google (Y), that's why the advertisement variable has a significant impact to the use of Ok Google. Descriptive research results, explain the percentage of responses to Google TV advertising messages version of "Search Lyrics" by 80 % , where the use of the features has 71 % on percentages.

Keyword : Advertising, Television Adveritising, Google.