

ABSTRACT

Nowadays, many companies are using advertising as an alternative media campaign. Delima as a new remittance product of Telkom, a promotion by choosing television as a medium of information delivery. However, due to intense competition in the field of advertising, Telkom needs to evaluate the advertisement that ever aired on television by looking at the effect of advertising of Delima on purchasing intention of target audience.

This research is aimed to describe the ratio of interest in buying of two groups which is obtained through Hierarchy of effect models and to formulate recommendations for improvement of content and frequency in terms advertisement of Delima on television. This study uses Quasi Experimental method with Nonequivalent Control Group Design. Participants involved in this study were university students of Syah Kuala who do not know products and advertisement of Delima, their home are far away from banks, ATMs, and Pos Indonesia, and who receive living expenses in cash from their parents. The number of participants is 30 people with the composition, 15 participants for the experimental group and 15 participants for the control group.

The results shows that the advertisement of Delima is able to create purchasing intention for the participants. This condition is proven by the average value of purchase interest groups who see an advertisement of Delima is greater than the group that did not see the advertisement of Delima. Recommendation programs on television of Delima advertisement which is proposed in this study are presented advertisement of Delima that aired on television stations Trans / SCTV at 06.00-16.30/19.00-23.00. Besides, the recommended type of advertisement is persuasive advertisement, and the frequency of advertisement appearance more often.

Key words : Advertising, Quasi Experimental, Hierarchy of Effect model, Nonequivalent Control Group Design