

TABLE OF CONTENTS

CHAPTER I	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Research Questions	8
1.3 Research Purpose	9
1.4 Research Benefits	9
1.4.1 Theoretical Aspects	9
1.4.2 Aspects of Practitioners	9
1.5 Time and Research Period	9
1.6 Systematics of Research Writing	10
CHAPTER II	12
LITERATURE REVIEW	12
2.1 Theory Review	12
2.1.1 Communication	12
2.1.2 Marketing Communication	12
2.1.3 Green Advertising	13
2.1.4 Environmental Awareness	15
2.2 Previous Research	18
2.3 Framework	25
2.4 Research Hypothesis	25
2.5 Scope of Research	25
CHAPTER III	27
RESEARCH METHODS	27
3.1 Types of Research	27
3.2 Operationalization of Variables and Measurement Scales	28
3.2.1 Variable Operationalization	28

3.2.2	Measurement Scale	30
3.3	Population and Sample.....	31
3.3.1	Population	31
3.3.2	Sample	31
3.4	Data Collection Technique	33
3.4.1	Primary and Secondary data	33
3.5	Validity and Reliability Test	34
3.5.1	Uji Validitas	34
3.5.2	Validity Test Results	35
3.5.3	Reliability Test.....	37
3.6	Data Analysis Technique.....	39
3.6.1	Descriptive Statistics	39
3.6.2	Classic Assumption Test.....	41
3.6.3	Correlation Coefficient Test.....	41
3.6.4	Coefficient of Determination.....	42
3.6.5	Simple Linear Regression Analysis	42
3.6.6	Hypothesis Testing Design.....	43
CHAPTER IV.....		45
RESEARCH RESULTS.....		45
4.1	Data Collection	45
4.1.1	Screening Question Hyundai IONIQ 5 Advertisement	46
4.2	Respondent Characteristics	46
4.2.1	Characteristics of Respondents Based on Age	46
4.2.2	Characteristics of Respondents Based on Domicile	47
4.2.3	Characteristics of Respondents Based on Occupation	48
4.3	Descriptive Research Results Variable (X) Green Advertising	49
4.4	Descriptive Research Results Variable (Y) Environmental Awareness	56
4.5	Classic Assumption Test Results	63
4.5.1	Normality Test Results	63

4.6	Correlation Coefficient Test Results	64
4.7	Coefficient of Determination Test Results	66
4.8	Simple Linear Regression Test Results	67
4.9	Hypothesis Test Results	68
4.9.1	T Test	68
4.10	Discussion of Research Results	69
<i>CHAPTER V</i>		<i>74</i>
<i>CONCLUSION AND SUGGESTIONS</i>		<i>75</i>
5.1	Conclusion.....	74
5.2	Suggestions.....	72
a)	Theoretical Suggestions	74
b)	Practical Suggestions	74
<i>BIBLIOGRAPHY.....</i>		<i>76</i>
<i>ATTACHMENTS.....</i>		<i>78</i>
Attachment 1. List of Questionnaire		78
Attachment 2. Variable X Validity Test.....		81
Attachment 3. Variable Y Validity Test.....		82
Attachment 4. Variable Y Reliability Test.....		83
Attachment 5. Variable Y Reliability Test.....		83
Attachment 6. Normality Test.....		84
Attachment 7. Correlation Coefficient Test.....		84
Attachment 8. Determination Coefficient Test.....		84
Attachment 9. Simple Linear Regression		85
Attachment 10. Hypothesis Test (Uji T).....		85

LIST OF TABLES

Table 1.1 Time and Period of Research.....	9
Table 2.1 Previous Research.....	18
Table 3.1 Operational Variables.....	28
Table 3.2 Research Score.....	31
Table 3.3 Validity Test Results for Variable X.....	35
Table 3.4 Validity Test Results for Variable Y.....	36
Table 3.5 Reliability Test Results for Variable X & Y.....	38
Table 3.6 Score Interpretation Criteria.....	40
Table 4.1 Details of Research Questionnaire.....	45
Table 4.2 Respondents' responses to Promoting the Environment Dimensions.....	49
Table 4.3 Respondents' responses to Promoting a Friendly Life Style Dimensions.....	51
Table 4.4 Respondents' responses to Presenting a Company that Cares About the Environment Dimensions.....	52
Table 4.5 Recapitulation of Green Advertising Variables.....	54
Table 4.6 Respondents' responses to Information/Knowledge Dimensions...	56
Table 4.7 Respondents' responses to Personal Attitude Dimensions.....	58
Table 4.8 Respondents' responses to General Belief/Values Dimensions.....	60
Table 4.9 Recapitulation of Environmental Awareness Variables.....	62