

**THE EFFECTS OF SOUNDS IN ADVERTISING TOWARD  
CONSUMERS' EMOTIONAL RESPONSE**

**THESIS**

**Presented as Partial Fulfillment of the Requirements for the Degree of  
Sarjana Ekonomi (S1) in Management Program Faculty of Economics**

**Universitas Atma Jaya Yogyakarta**



**Compiled by:**

**Maria Stefany**

**Student ID Number: 12 12 19746**

**FACULTY OF ECONOMICS**

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**Faculty of Economics**  
**Universitas Atma Jaya Yogyakarta**

**I hereby recommended that the thesis prepared under my supervision by**

**Maria Stefany**

**Student ID Number: 12 12 19746**

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**Advisor,**



**Drs. Gunawan Jiwanto, MBA.**

**Yogyakarta, August 26, 2016**

This is to certify that the thesis entitled  
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Compiled by:

**Maria Stefany**

**Student ID Number: 12 12 19746**

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Faculty of Economics, Universitas Atma Jaya Yogyakarta

**Examination Committees**

**Chairman,**

**Members**

  
**Drs. Gunawan Jiwanto, M.B.A.**

  
**Nadia Nila Sari, SE, M.B.A.**

  
**Elisabet Dita Septiari, S.E., M.Sc.**

**Yogyakarta, October 10, 2016**

**Dean of Faculty Economics**



  
**Budi Suprpto, M.B.A., Ph.D.**



## **AUTHENTICITY ACKNOWLEDGEMENT**

I am Maria Stefany who signed this paper indeed declared that thesis entitled:

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is truthfully my own thoughts and writings. Citations, statements, and/or ideas from several sources have previously been written in the references. I fully acknowledge that my writings do not contain others' writings, except for those that have been cited in the references.

Yogyakarta, August 26, 2016



Maria Stefany




*“Man's chief end is to glorify God, and to enjoy Him forever.” –*

*Westminster Shorter Catechism*

*“So, whether you eat or drink, or whatever you do, do all to the glory of God.” –*

*1 Corinthians 10:31*



Success is not about riches, smoothness, prosperity, or luxury. If this is the meaning of success, Jesus was the most unsuccessful.

Whoever live to please him/herself, certainly not succeed;

Whoever live to please others, certainly compromise;

Whoever live to satisfy his/her own lust is selfish;

But, success is to be precious for God, and to be blessings for others.

Life is only worth if it has a purpose, glorify God, useful to others, and not bound by sin.

~Pdt. Dr. Stephen Tong~

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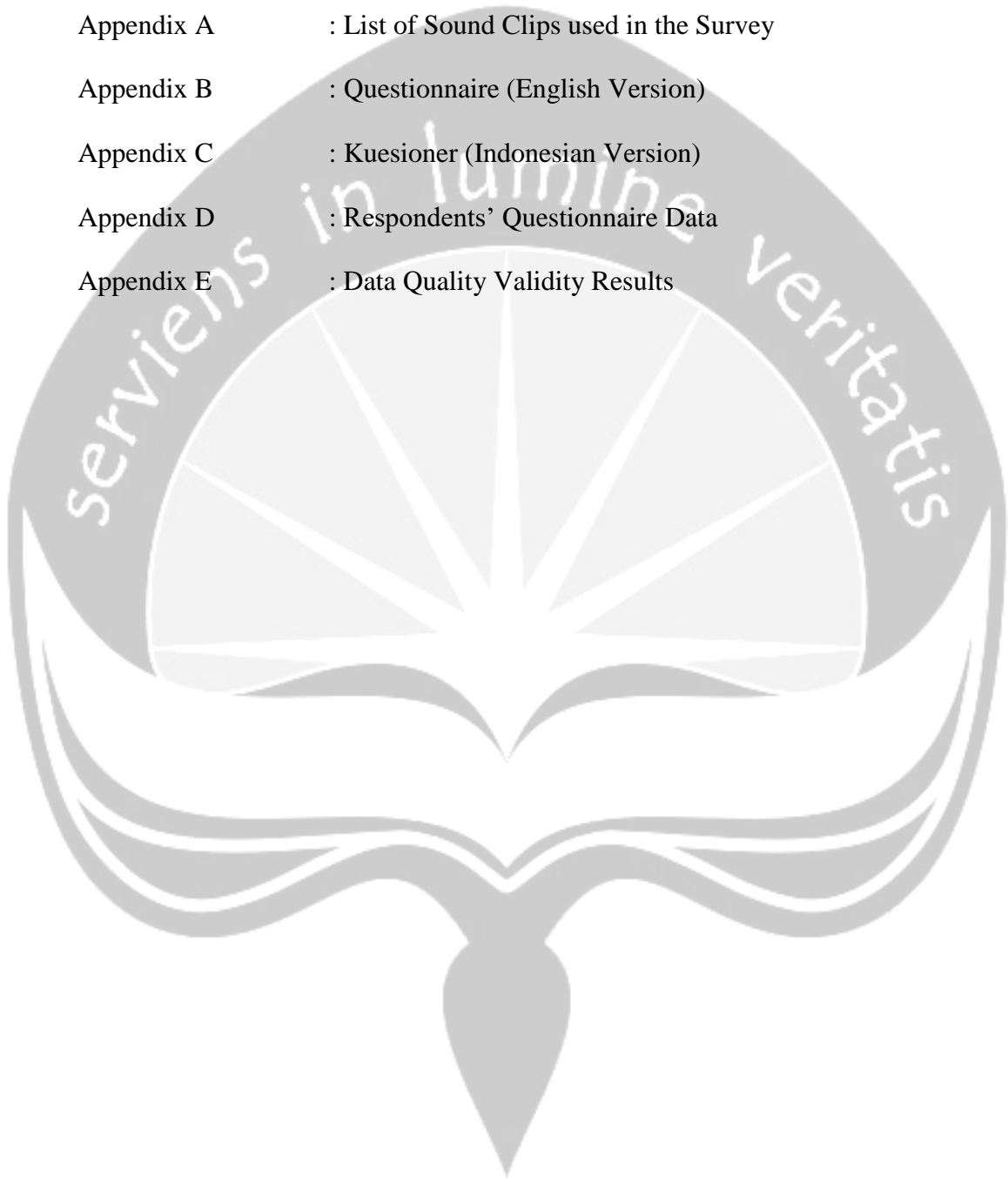
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## **ABSTRACT**

This study investigated the effect of sounds in advertising toward consumers' emotional response. The purpose of this study is to get better understanding about the role of emotions which come from the hearing of sounds, in marketing. Therefore, this study analyzed the relationships between consumers' emotional response, familiarity, interest, and attention. The variables were examined by developing some hypotheses predicting emotional reaction and empirically test the hypotheses using data from 156 participants in computer laboratory. During the research, participants were asked to listen to 20 different sounds and answer questions regarding their emotional response towards each one. The results of this study show that emotional response to sounds is predicted by the level of interest generated and how well the sound captured the participant's attention.

**Keyword:** Sounds, Emotional Response, Advertisement, Marketing, Emotion, Familiarity, Interest, Attention