

BAB IV

KESIMPULAN DAN SARAN

A. Kesimpulan

Berdasarkan hasil penelitian seperti yang telah diuraikan pada bab I sampai dengan bab III dapat ditarik beberapa kesimpulan yaitu:

1. Berdasarkan hasil analisis korelasi, terdapat hubungan antara tingkat kreatif iklan Djarum 76 versi jin terhadap sikap menonton iklan televisi dikalangan mahasiswa FISIP komunikasi pemasaran dan periklanan Universitas Atma Jaya Yogyakarta. Nilai korelasi yang ditampilkan pada tabel *model summary* adalah 0,743. Nilai ini dapat diinterpretasikan bahwa hubungan kedua variabel penelitian ada di kategori kuat. Nilai R Square atau koefisien determinasi yang menunjukkan seberapa bagus model regresi yang dibentuk oleh interaksi variabel bebas dan variabel terikat. Nilai koefisien determinasi yang diperoleh adalah 0,552 yang dapat ditafsirkan bahwa variabel bebas X (variabel tingkat kreatif iklan Djarum 76) memiliki pengaruh kontribusi sebesar 55,2% terhadap variabel Y (variabel sikap menonton iklan televisi). Model linear antara variabel tingkat kreatif iklan dengan variabel sikap menonton iklan televisi juga membuktikan hubungan antar variabel signifikan, dapat dilihat dari $F_{hitung} (101,020) > F_{table} (3,69)$.
2. Berdasarkan hasil regresi linear sederhana $t_{hitung} (10,051) > t_{table} (1,663)$, karena $t_{hitung} > t_{tabel}$ artinya bahwa tingkat kreatif iklan Djarum 76 berpengaruh secara nyata (signifikan) terhadap sikap menonton iklan

televisi. Pengambilan keputusan juga dapat dengan melihat probabilitasnya dimana nilainya $0,000 < 0,05$.

Temuan data dan perhitungan statistik yang ada, dapat memberikan kesimpulan bahwa adanya hubungan dan pengaruh yang kuat dari tingkat kreatif iklan televisi Djarum 76 versi jin terhadap sikap menonton iklan televisi di kalangan mahasiswa, dan semakin baik tingkat kreatif iklan televisi maka sikap menonton iklan televisi juga akan semakin tinggi.

B. Saran

Berdasar kesimpulan, dapat diusulkan saran yang diharapkan akan bermanfaat:

1. Bagi pembuat iklan televisi seperti iklan Djarum 76, sebaiknya memperhatikan tingkat kreatif iklan seperti *relevance*, dimana pesan iklan itu bisa membuat penting bagi audiens. *Originality*, iklan belum pernah ditayangkan atau dibuat sebelumnya oleh produk yang lain. *Impact*, efek dari pesan iklan itu terhadap *audience*. *Effective*, keefektifan suatu iklan dalam menjangkau audiens. Selain itu, ide kreatif juga tidak boleh lepas dari unsur-unsur cerdas dimana ide-ide yang ditampilkan cemerlang; kritis, dimana peka terhadap kondisi atau suatu kebijakan; serta sosial, dimana peduli terhadap kondisi masyarakat. Berbagai gaya pelaksanaan (gaya penyampaian) dapat dilakukan seperti, lagu (*jingle*), humor, fantasi, tokoh (lambang kepribadian), gaya hidup dan sebagainya; baik menggunakan pendekatan rasional, emosional atau pendekatan moral. Karena dalam

penelitian ini tingkat kreatif iklan televisi cukup mempengaruhi sikap menonton iklan televisi. Iklan yang dibuat hendaknya menggunakan visualisasi sederhana jika iklan tersebut ingin menunjukkan sebuah kehidupan masyarakat yang sebenarnya, sehingga memberikan makna kedekatan dengan masyarakat.

2. Bagi peneliti selanjutnya, agar melakukan penelitian dengan topik yang lain seperti iklan rokok yang berbeda dari Djarum 76 atau melakukan penelitian dengan menggunakan variabel selain tingkat kreatif iklan, misalnya frekuensi penayangan iklan dalam televisi atau rating acara televisi yang bisa diukur untuk mengetahui pengaruhnya terhadap sikap menonton iklan televisi. Selbihnya diharapkan mampu memberikan tambahan ilmu pengetahuan serta bahan acuan bagi mahasiswa Ilmu Komunikasi tentang apa saja yang dapat mempengaruhi sikap menonton iklan televisi.

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LAMPIRAN 1

KUESIONER

1. Variabel tingkat kreatif iklan

a. Apakah menurut anda ide iklan Djarum 76 original?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

b. Apakah menurut anda jalan cerita yang disampaikan pada iklan Djarum 76 unik?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

c. Apakah menurut anda jalan cerita yang disampaikan pada iklan Djarum 76 mudah dipahami?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

d. Apakah menurut anda jalan cerita yang disampaikan pada iklan Djarum 76 tidak terduga?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

e. Apakah menurut anda jalan cerita yang disampaikan pada iklan Djarum 76 dapat menghibur?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

f. Apakah menurut anda jalan cerita yang disampaikan pada iklan Djarum 76 kritis (peka terhadap kondisi masyarakat)?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

g. Apakah menurut anda bintang iklan atau tokoh yang membawakan iklan Djarum 76 (Jin) memiliki ekspresi yang unik?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

h. Apakah menurut anda dialog pada iklan Djarum 76 mudah dimengerti?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

i. Apakah menurut anda dialog pada iklan Djarum 76 unik?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

j. Apakah menurut anda dialog pada iklan Djarum 76 dapat menghibur?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

k. Apakah menurut anda slogan pada iklan Djarum 76, “Yang Penting Hapi...” mudah diingat?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

l. Apakah menurut anda slogan “Yang Penting Hapi...” menonjolkan keunikan iklan Djarum 76?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

m. Apakah menurut anda jingle iklan Djarum 76 unik?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

n. Apakah menurut anda jingle iklan Djarum 76 mudah diingat?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

2. Variabel sikap menonton iklan

KOGNITIF:

a. Apakah menurut anda iklan Djarum 76 menarik perhatian?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

b. Apakah menurut anda iklan Djarum 76 mudah dipahami?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

c. Apakah menurut anda iklan Djarum 76 mudah untuk diingat?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

AFEKTIF:

d. Apakah menurut anda iklan Djarum 76 menyenangkan?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

e. Apakah menurut anda iklan Djarum 76 mengandung unsur humor?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

f. Apakah menurut anda iklan Djarum 76 menghibur?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

g. Apakah menurut anda iklan Djarum 76 unik?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

KONATIF:

h. Apakah menurut anda, iklan Djarm 76 membuat anda menontonnya sampai selesai?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |

i. Apakah menurut anda, setelah melihat iklan Djarum 76 membuat anda ingin menonton kembali?

- | | |
|------------------------|------------------|
| 1) Sangat tidak setuju | 4) Setuju |
| 2) Tidak setuju | 5) Sangat setuju |
| 3) Ragu-ragu | |



Hasil Kuesioner Variabel Tingkat Kreatif Iklan

No.	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	Jumlah	
1	3	4	3	4	3	3	3	3	3	4	4	3	3	4	4	47
2	3	4	4	5	4	5	5	5	5	4	4	5	4	5	5	62
3	3	4	3	3	4	4	3	4	4	2	3	2	3	2	2	42
4	4	5	4	5	5	3	4	4	4	4	4	5	4	4	4	59
5	2	4	4	3	4	3	4	4	4	4	4	4	4	4	4	52
6	4	4	4	4	4	4	4	4	4	4	4	5	4	2	4	55
7	3	4	4	3	4	4	4	4	4	4	4	4	4	4	3	53
8	5	5	5	5	5	1	4	5	5	5	4	4	4	4	4	60
9	3	4	4	3	4	3	4	4	4	4	4	4	4	3	3	51
10	3	4	4	5	4	5	5	5	5	4	4	5	5	4	5	62
11	4	4	3	4	4	4	4	4	4	3	3	3	4	3	3	50
12	4	4	4	4	4	4	4	4	4	4	5	4	2	4	4	55
13	3	4	4	3	3	4	3	3	4	3	3	4	3	3	3	47
14	4	5	4	5	5	3	4	4	4	4	5	4	4	4	4	59
15	4	4	4	5	5	4	5	4	4	5	4	4	4	4	4	60
16	2	4	4	4	5	5	4	4	4	3	4	5	2	4	4	55
17	4	2	5	3	2	2	4	5	4	2	5	5	5	5	5	53
18	5	5	4	5	4	2	4	4	4	5	4	4	5	4	4	59
19	3	4	3	4	5	4	4	4	4	4	4	3	4	4	4	54
20	2	4	5	4	5	3	5	5	5	4	5	5	4	3	3	58
21	4	4	4	4	5	4	4	4	4	3	4	5	3	2	4	54
22	5	5	5	5	5	1	4	5	5	4	4	4	4	4	4	60
23	4	3	3	3	4	4	3	4	4	3	4	3	4	4	4	50
24	5	5	4	5	4	2	4	4	4	5	4	4	5	4	4	59

79	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	54
80	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
81	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	59
82	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60
83	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	55
84	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	53

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Y8	Y9	Jumlah
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
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74	74	74
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76	76	76
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80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

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79	4	4	4	4	4	4	4	4	4	4	4	4	36
80	4	4	4	4	4	4	4	4	4	4	4	4	36
81	4	4	4	4	4	4	4	4	4	4	4	4	39
82	4	4	4	4	4	4	4	4	4	4	4	4	39
83	5	4	4	4	4	4	4	4	4	4	4	2	39
84	3	4	4	4	4	4	4	4	4	4	4	4	35

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Descriptive Statistics

	Mean	Std. Deviation	N
ide original	3.61	.850	84
Jalan cerita unik	4.02	.559	84
Jalan cerita mudah dipahami	4.06	.608	84
Jalan cerita tidak terduga	3.73	.782	84
Jalan cerita menghibur	4.12	.568	84
Jalan cerita kritis	3.79	.865	84
Tokoh unik	4.00	.659	84
Dialog mudah dimengerti	4.05	.558	84
Dialog unik	3.89	.602	84
Dialog menghibur	3.94	.523	84
Slogan mudah diingat	4.14	.794	84
Slogan unik	3.74	.893	84
Jingle unik	3.61	.761	84
Jingle mudah diingat	3.68	.763	84
Tingkat Kreativitas Iklan	54.37	5.155	84

Correlations							
ide original	ide original	Jalan cerita unik	Jalan cerita mudah dipahami	Jalan cerita tidak terduga	Jalan cerita menghibur	Jalan cerita kritis	
Pearson Correlation	1	.476	.325	.199	.148	.032	
Sig. (2-tailed)		.000	.003	.070	.180	.776	
Sum of Squares and Cross-products	60.036	18.786	13.964	10.964	5.929	1.929	
Covariance	.723	.226	.168	.132	.071	.023	
N	84	84	84	84	84	84	
Jalan cerita unik							
Pearson Correlation	.476	1	.350	.373	.560	.085	
Sig. (2-tailed)	.000		.001	.000	.000	.440	
Sum of Squares and Cross-products	18.786	25.952	9.881	13.548	14.762	3.429	
Covariance	.226	.313	.119	.153	.178	.041	
N	84	84	84	84	84	84	
Jalan cerita mudah dipahami							
Pearson Correlation	.325	.350	1	.187	.258	-.090	
Sig. (2-tailed)	.003	.001		.089	.018	.416	
Sum of Squares and Cross-products	13.964	9.881	30.702	7.369	7.405	-3.929	
Covariance	.168	.119	.370	.089	.089	-.047	
N	84	84	84	84	84	84	
Jalan cerita tidak terduga							
Pearson Correlation	.199	.373	.187	1	.373	-.017	
Sig. (2-tailed)	.070	.000	.089		.000	.881	
Sum of Squares and Cross-products	10.964	13.548	7.369	50.702	13.738	-.929	
Covariance	.132	.163	.089	.611	.166	-.011	
N	84	84	84	84	84	84	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations							
	Tukuh unik	Dialog mudah dimengerti	Dialog unik	Dialog menghibur	Slogan mudah diingat	Slogan unik	
Isi original							
Pearson Correlation	.043	.218	.482	.326	.138	-.026	
Sig. (2-tailed)	.698	.047	.000	.002	.212	.614	
Sum of Squares and Cross-products	2.000	8.571	20.464	12.036	7.714	-1.643	
Covariance	.024	.103	.247	.145	.093	-.020	
N	84	84	84	84	84	84	
Jalan cerita unik							
Pearson Correlation	.196	.305	.545	.459	.209	.109	
Sig. (2-tailed)	.074	.005	.000	.000	.096	.323	
Sum of Squares and Cross-products	6.000	7.905	15.214	12.119	7.714	4.524	
Covariance	.072	.095	.183	.146	.093	.065	
N	84	84	84	84	84	84	
Jalan cerita mudah dipahami							
Pearson Correlation	.301	.667	.512	.314	.531	.339	
Sig. (2-tailed)	.005	.000	.000	.004	.000	.002	
Sum of Squares and Cross-products	10.000	18.762	15.536	8.298	21.286	15.310	
Covariance	.120	.226	.187	.100	.256	.184	
N	84	84	84	84	84	84	
Jalan cerita tidak terduga							
Pearson Correlation	-.047	.307	.321	.136	.200	.017	
Sig. (2-tailed)	.672	.005	.003	.216	.068	.879	
Sum of Squares and Cross-products	-2.000	11.095	12.536	4.631	10.286	.976	
Covariance	-.024	.134	.151	.056	.124	.012	
N	84	84	84	84	84	84	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Jalan cerita	Correlations			
	Jingle unik	Jingle mudah diingat	Tingkat Kreativitas	
Jalan cerita unik	Pearson Correlation	.206	.323	.520
	Sig. (2-tailed)	.061	.003	.000
	Sum of Squares and Cross-products	11.036	17.393	189.179
	Covariance	.133	.210	2.279
	N	84	84	84
Jalan cerita mudah dipahami	Pearson Correlation	-.006	.131	.603
	Sig. (2-tailed)	.956	.235	.000
	Sum of Squares and Cross-products	-.214	4.643	144.262
	Covariance	-.003	.056	1.738
	N	84	84	84
Jalan cerita tidak terduga	Pearson Correlation	.207	.327	.673
	Sig. (2-tailed)	.058	.002	.000
	Sum of Squares and Cross-products	7.964	12.607	175.155
	Covariance	.096	.152	2.110
	N	84	84	84
Jalan cerita yang paling menarik	Pearson Correlation	.182	.376	.480
	Sig. (2-tailed)	.098	.000	.000
	Sum of Squares and Cross-products	8.964	18.607	160.488
	Covariance	.108	.224	1.934
	N	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

Correlations							
Jalan cerita menghibur		Ida original	Jalan cerita unik	Jalan cerita mudah dipahami	Jalan cerita tidak terduga	Jalan cerita menghibur	Jalan cerita kritis
Pearson Correlation		.148	.560	.258	.373	1	.175
Sig. (2-tailed)		.180	.000	.018	.000		.111
Sum of Squares and Cross-products		5.929	14.762	7.405	13.738	26.810	7.143
Covariance		.071	.178	.089	.166	.323	.086
N		84	84	84	84	84	84
Jalan cerita kritis							
Pearson Correlation		.032	.085	-.090	-.017	.175	1
Sig. (2-tailed)		.776	.440	.416	.881	.111	
Sum of Squares and Cross-products		1.929	3.429	-3.929	-.929	7.143	62.143
Covariance		.023	.041	-.047	-.011	.085	.749
N		84	84	84	84	84	84
Tokoh unik							
Pearson Correlation		.043	.196	.301	-.047	.322	.148
Sig. (2-tailed)		.698	.074	.005	.672	.003	.179
Sum of Squares and Cross-products		2.000	6.000	10.000	-2.000	10.000	7.000
Covariance		.024	.072	.120	-.024	.120	.084
N		84	84	84	84	84	84
Dialog mudah dimengerti							
Pearson Correlation		.218	.305	.667	.307	.362	-.025
Sig. (2-tailed)		.047	.005	.000	.005	.001	.787
Sum of Squares and Cross-products		8.571	7.005	18.762	11.095	9.524	-1.143
Covariance		.103	.095	.226	.154	.115	-.014
N		84	84	84	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations							
Jalan cerita menghibur	Tokoh unik	Dialog mudah dimengerti	Dialog unik	Dialog menghibur	Slogan mudah diingat	Slogan unik	
Pearson Correlation	.322	.362	.249	.511	.309	.133	
Sig. (2-tailed)	.003	.001	.022	.000	.004	.227	
Sum of Squares and Cross-products	10.000	9.524	7.071	12.595	11.571	5.619	
Covariance	.120	.115	.085	.152	.139	.068	
N	84	84	84	84	84	84	
Jalan cerita kritis							
Pearson Correlation	.148	-.029	-.068	.318	.133	.004	
Sig. (2-tailed)	.179	.797	.540	.003	.228	.968	
Sum of Squares and Cross-products	7.000	-1.143	-2.929	11.929	7.571	.286	
Covariance	.084	-.014	-.035	.144	.091	.003	
N	84	84	84	84	84	84	
Tokoh unik							
Pearson Correlation	1	.361	.274	.350	.346	.123	
Sig. (2-tailed)		.001	.012	.001	.001	.286	
Sum of Squares and Cross-products	36.000	11.000	9.000	10.000	15.000	6.000	
Covariance	.434	.133	.108	.120	.181	.072	
N	84	84	84	84	84	84	
Dialog mudah dimengerti							
Pearson Correlation	.361	1	.445	.258	.447	.267	
Sig. (2-tailed)	.001		.000	.018	.000	.014	
Sum of Squares and Cross-products	11.000	25.810	12.429	6.238	16.429	11.048	
Covariance	.133	.311	.150	.075	.198	.133	
N	84	84	84	84	84	84	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

		Correlations		
		Jingle unik	Jingle mudah diingat	Tingkat Kreativitas Iklan
Jalan cerita menghibur	Pearson Correlation	-.058	.062	.544
	Sig. (2-tailed)	.602	.578	.000
	Sum of Squares and Cross-products	-2.071	2.214	132.310
	Covariance	-.025	.027	1.594
	N	84	84	84
Jalan cerita kritis	Pearson Correlation	-.203	.168	.245
	Sig. (2-tailed)	.065	.126	.025
	Sum of Squares and Cross-products	-11.071	9.214	90.643
	Covariance	-.133	.111	1.092
	N	84	84	84
Tokoh unik	Pearson Correlation	.000	.120	.444
	Sig. (2-tailed)	1.000	.277	.000
	Sum of Squares and Cross-products	.000	5.000	125.000
	Covariance	.000	.060	1.506
	N	84	84	84
Dialog mudah dimengerti	Pearson Correlation	.243	.405	.673
	Sig. (2-tailed)	.026	.000	.000
	Sum of Squares and Cross-products	8.571	14.286	160.524
	Covariance	.103	.172	1.934
	N	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations							
	Ida original	Jalan cerita unik	Jalan cerita mudah dipahami	Jalan cerita tidak terduga	Jalan cerita menghibur	Jalan cerita kritis	
Dialog unik	Pearson Correlation	.482	.545	.512	.321	.249	-.088
	Sig. (2-tailed)	.000	.000	.000	.003	.022	.540
	Sum of Squares and Cross-products	20.464	15.214	15.536	12.536	7.071	-2.929
	Covariance	.247	.183	.187	.151	.085	-.035
	N	84	84	84	84	84	84
Dialog menghibur	Pearson Correlation	.326	.499	.314	.136	.511	.318
	Sig. (2-tailed)	.002	.000	.004	.216	.000	.003
	Sum of Squares and Cross-products	12.036	12.119	8.288	4.631	12.595	11.929
	Covariance	.145	.146	.100	.056	.152	.144
	N	84	84	84	84	84	84
Dialog mudah diingat	Pearson Correlation	.138	.209	.531	.200	.309	.133
	Sig. (2-tailed)	.212	.056	.000	.058	.004	.223
	Sum of Squares and Cross-products	7.714	7.714	21.286	10.296	11.571	7.571
	Covariance	.063	.063	.256	.124	.139	.067
	N	84	84	84	84	84	84
Dialog unik	Pearson Correlation	-.026	.109	.339	.017	.133	.004
	Sig. (2-tailed)	.814	.323	.002	.879	.327	.989
	Sum of Squares and Cross-products	-1.543	4.524	15.310	.976	5.819	.286
	Covariance	-.020	.066	.194	.012	.068	.003
	N	84	84	84	84	84	84

— Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations							
Dialog unik		Tokoh unik	Dialog mudah dimengerti	Dialog unik	Dialog menghibur	Slogan mudah diingat	Slogan unik
Pearson Correlation		.274	.446	1	.362	.411	.171
Sig. (2-tailed)		.012	.000		.001	.000	.119
Sum of Squares and Cross-products		9.000	12.429	30.036	9.464	16.286	7.643
Covariance		.106	.150	.362	.114	.196	.092
N		84	84	84	84	84	84
Dialog menghibur		.362	.258	.362	1	.340	.069
Pearson Correlation		.001	.018	.001		.002	.531
Sig. (2-tailed)		.10.000	6.236	9.464	.22.702	.11.714	2.690
Sum of Squares and Cross-products		120	.075	.114	.274	.141	.032
Covariance		84	84	84	84	84	84
N							
Slogan mudah diingat		.340	.447	.411	.340	1	.427
Pearson Correlation		.001	.000	.000	.002		.000
Sig. (2-tailed)		15.000	16.429	16.286	11.714	52.286	25.143
Sum of Squares and Cross-products		.181	.198	.196	.141	.630	.303
Covariance		84	84	84	84	84	84
N							
Slogan unik		.123	.267	.171	.069	.427	1
Pearson Correlation		.266	.014	.119	.531	.000	
Sig. (2-tailed)		6.000	11.048	7.643	2.690	25.143	66.236
Sum of Squares and Cross-products		.072	.133	.092	.032	.303	.798
Covariance		84	84	84	84	84	84
N							

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations				
Dialog unik		Jingle unik	Jingle mudah diingat	Tingkat Kreativitas
Pearson Correlation		.249	.502	.704
Sig. (2-tailed)		.022	.000	.000
Sum of Squares and Cross-products		9.484	19.107	181.321
Covariance		.114	.230	.2185
N		84	84	84
Dialog menghibur		.031	.284	.603
Pearson Correlation		.777	.009	.000
Sig. (2-tailed)		1.036	0.393	.134845
Sum of Squares and Cross-products		.012	.113	1.626
Covariance		.84	.84	.84
N				
Slogan mudah diingat		-.086	.315	.632
Pearson Correlation		.439	.003	.000
Sig. (2-tailed)		-.4286	15.857	214.571
Sum of Squares and Cross-products		-.052	.191	2.585
Covariance		.84	.84	.84
N				
Slogan unik		.290	.299	.483
Pearson Correlation		.007	.006	.000
Sig. (2-tailed)		16.327	16.909	172.119
Sum of Squares and Cross-products		.197	.002	2.134
Covariance		.84	.84	.84
N				

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

Jingle unik		ide original	Jalan cerita unik	Jalan cerita mudan dipahami	Jalan cerita tidak terduga	Jalan cerita menghibur	Jalan cerita kritis
Pearson Correlation		.206	-.008	.207	.142	-.058	-.223
Sig. (2-tailed)		.081	.986	.058	.098	.602	.086
Sum of Squares and Cross-products		11.038	-.214	7.984	8.964	-2.071	-11.071
Covariance		.133	-.003	.098	.108	-.025	-.128
N		84	84	84	84	84	84
Jingle mudan dingat		.323	.131	.327	.378	.082	.188
Pearson Correlation		.003	.236	.002	.000	.578	.128
Sig. (2-tailed)		.17.389	4.843	.12.607	.18.607	2.214	8.214
Sum of Squares and Cross-products		210	.058	.152	.224	.027	.111
Covariance		84	84	84	84	84	84
N							
Tingkat Kemandirian		.520	.603	.573	.480	.544	.245
Pearson Correlation		.000	.000	.000	.000	.000	.025
Sig. (2-tailed)		188.178	144.282	173.156	160.488	182.310	80.643
Sum of Squares and Cross-products		2.278	1.738	2.110	1.834	1.584	1.082
Covariance		84	84	84	84	84	84
N							

*** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlations							
Jingle unik	Tokoh unik	Dialog mudah dimengerti	Dialog unik	Dialog menghibur	Slogan mudah diingat	Slogan unik	
Pearson Correlation	.000	.243	.249	.031	-.086	.290	
Sig. (2-tailed)	1.000	.026	.022	.777	.439	.007	
Sum of Squares and Cross-products	.000	8.571	9.464	1.036	-4.286	16.357	
Covariance	.000	.103	.114	.012	-.052	.197	
N	84	84	84	84	84	84	
Jingle mudah diingat	Pearson Correlation	.405	.502	.284	.315	.299	
Sig. (2-tailed)	.277	.000	.000	.009	.003	.006	
Sum of Squares and Cross-products	5.000	14.286	19.107	9.393	15.857	16.929	
Covariance	.060	.172	.230	.113	.191	.204	
N	84	84	84	84	84	84	
Tingkat Kreativitas Individu	Pearson Correlation	.673	.704	.603	.632	.463	
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
Sum of Squares and Cross-products	125.000	160.524	181.321	134.845	214.571	177.119	
Covariance	1.506	1.934	2.185	1.625	2.585	2.134	
N	84	84	84	84	84	84	

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations				
Jingle unik		Jingle unik	Jingle mudah diingat	Tingkat Kreatif Iklan
Pearson Correlation		1	.340	.338
Sig. (2-tailed)			.002	.002
Sum of Squares and Cross-products		48.036	16.393	110.179
Covariance		.579	.198	1.327
N		84	84	84
Jingle mudah diingat		.340	1	.643
Pearson Correlation		.002		.000
Sig. (2-tailed)		16.393	48.321	209.964
Sum of Squares and Cross-products		.198	.582	2.530
Covariance		84	84	84
N		.338	.643	1
Tingkat Kreatif Iklan		.002	.000	
Pearson Correlation		110.179	209.964	2205.560
Sig. (2-tailed)		1.327	2.530	26.573
Sum of Squares and Cross-products		84	84	84
Covariance				
N				

**. Correlation is significant at the 0.01 level (2-tailed).



LAMPIRAN 5

Descriptive Statistics

	Mean	Std. Deviation	N
Iklan menarik perhatian	3.77	.628	84
Iklan mudah dipahami	3.82	.541	84
Iklan mudah diingat	3.83	.487	84
Iklan menyenangkan	3.83	.656	84
Iklan mengandung unsur humor	4.33	.608	84
Iklan menghibur	3.98	.537	84
Iklan unik	4.06	.449	84
Menonton iklan sampai selesai	3.79	.729	84
Membuat ingin menonton kembali	3.55	.767	84
Sikap menonton iklan	34.96	3.857	84

Correlations									
Iklan menarik perhatian	Pearson Correlation Sig. (2-tailed) Sum of Squares and Cross-products Covariance N	Iklan menarik perhatian	Iklan mudah dipahami	Iklan mudah diingat	Iklan menyenangkan n	Iklan mengandung unsur humor	Iklan menghibur		
Iklan mudah dipahami	Pearson Correlation Sig. (2-tailed) Sum of Squares and Cross-products Covariance N	Iklan menarik perhatian	Iklan mudah dipahami	Iklan mudah diingat	Iklan menyenangkan n	Iklan mengandung unsur humor	Iklan menghibur		
Iklan mudah diingat	Pearson Correlation Sig. (2-tailed) Sum of Squares and Cross-products Covariance N	Iklan menarik perhatian	Iklan mudah dipahami	Iklan mudah diingat	Iklan menyenangkan n	Iklan mengandung unsur humor	Iklan menghibur		

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Iklan unik	Menonton iklan sampai selesai	Membuat ingin menonton kembali	Sikap menonton iklan
Iklan menarik perhatian	Pearson Correlation	.391	.472	.388	.713
	Sig. (2-tailed)	.000	.000	.000	.000
	Sum of Squares and Cross-products	9.131	17.929	15.405	143.321
	Covariance	.110	.216	.196	1.727
	N	84	84	84	84
Iklan mudah dipahami	Pearson Correlation	.342	.390	.238	.557
	Sig. (2-tailed)	.001	.000	.029	.000
	Sum of Squares and Cross-products	6.893	12.786	8.214	98.464
	Covariance	.083	.154	.099	1.192
	N	84	84	84	84
Iklan mudah diingat	Pearson Correlation	.432	.441	.473	.728
	Sig. (2-tailed)	.000	.000	.000	.000
	Sum of Squares and Cross-products	7.933	13.000	14.567	113.500
	Covariance	.094	.157	.177	1.367
	N	84	84	84	84

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlations									
iklan mudah diingat	N	iklan menarik perhatian	iklan mudah dipahami	iklan mudah diingat	iklan menyenangkan	iklan mengandung unsur humor	iklan menghibur	iklan mengedukasi	iklan menginspirasi
iklan menyenangkan									
N	84	84	84	84	84	84	84	84	84
Pearson Correlation		.434	.357	.967	1	1	1	1	1
Sig. (2-tailed)		.000	.001	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products		14.833	10.500	17.867	35.667	30.667	30.667	13.667	14.667
Covariance		.179	.127	.213	.430	.369	.369	.165	.177
N	84	84	84	84	84	84	84	84	84
iklan mengandung unsur humor									
N	84	84	84	84	84	84	84	84	84
Pearson Correlation		.547	.403	.434	.413	1	1	1	1
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products		17.333	11.000	10.667	13.667	30.667	30.667	13.667	13.667
Covariance		.209	.133	.129	.165	.369	.369	.165	.165
iklan menghibur									
N	84	84	84	84	84	84	84	84	84
Pearson Correlation		.591	.358	.538	.502	.504	1	1	1
Sig. (2-tailed)		.000	.001	.000	.000	.000	.000	.000	.000
Sum of Squares and Cross-products		16.548	8.643	11.667	14.667	13.667	13.667	23.952	23.952
Covariance		.199	.104	.141	.177	.165	.165	.289	.289
N	84	84	84	84	84	84	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		iklan unik	Menonton iklan sampai selesai	Membuat ingin menonton kembali	Sikap menonton iklan
iklan mudah diingat	N	84	84	84	84
iklan menyenangkan	Pearson Correlation	.567	.605	.495	.789
	Sig. (2-tailed)	.000	.000	.000	.000
	Sum of Squares and Cross-products	13.833	24.000	20.667	165.500
	Covariance	.167	.289	.249	1.994
	N	84	84	84	84
iklan mengandung unsur humor	Pearson Correlation	.545	.516	.353	.730
	Sig. (2-tailed)	.000	.000	.001	.000
	Sum of Squares and Cross-products	12.333	19.000	13.667	142.000
	Covariance	.149	.229	.165	1.711
	N	84	84	84	84
iklan menghibur	Pearson Correlation	.506	.417	.441	.744
	Sig. (2-tailed)	.000	.000	.000	.000
	Sum of Squares and Cross-products	10.119	13.571	15.095	127.929
	Covariance	.122	.164	.182	1.541
	N	84	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Iklan unik	Iklan menarik perhatian	Iklan mudah dipahami	Iklan mudah diingat	Iklan menyenangkan	Iklan mengandung unsur humor	Iklan menghibur
Pearson Correlation	.391	.342	.432	.567	.545	.506
Sig. (2-tailed)	.000	.001	.000	.000	.000	.000
Sum of Squares and Cross-products	9.131	6.893	7.833	13.833	12.333	10.119
Covariance	.110	.083	.094	.167	.149	.122
N	84	84	84	84	84	84
Menonton iklan sampai selesai	Pearson Correlation	.472	.441	.605	.516	.417
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	17.929	12.786	24.000	19.000	13.571
	Covariance	.216	.154	.157	.229	.164
	N	84	84	84	84	84
Membuat iklan menonton kembali	Pearson Correlation	.386	.238	.473	.353	.441
	Sig. (2-tailed)	.000	.029	.000	.001	.000
	Sum of Squares and Cross-products	15.405	8.214	14.667	13.667	15.095
	Covariance	.186	.099	.177	.165	.182
	N	84	84	84	84	84

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

iklan unik	Correlations			
	iklan unik	Menonton iklan sampai selesai	Membuat ingin menonton kembali	Sikap menonton iklan
Pearson Correlation	1	.481	.254	.677
Sig. (2-tailed)		.000	.020	.000
Sum of Squares and Cross-products	16.702	13.071	7.262	97.179
Covariance	.201	.157	.087	1.171
N	84	84	84	84
Menonton iklan sampai selesai	.481	1	.514	.777
Sig. (2-tailed)	.000		.000	.000
Sum of Squares and Cross-products	13.071	44.143	23.857	161.357
Covariance	.157	.532	.287	2.185
N	84	84	84	84
Membuat ingin menonton kembali	.254	.514	1	.683
Sig. (2-tailed)	.020	.000		.000
Sum of Squares and Cross-products	7.262	23.857	48.610	167.543
Covariance	.087	.287	.588	2.020

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations							
		iklan menarik perhatian	iklan mudah dipahami	iklan mudah diingat	iklan menyenangkan	iklan mengandung unsur humor	iklan menghibur
Membuat ingin menonton kembali	N	84	84	84	84	84	84
Sikap menonton iklan	Pearson Correlation	.713	.557	.728	.789	.730	.744
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	Sum of Squares and Cross-products	143.321	96.464	113.500	165.500	142.000	127.929
	Covariance	1.727	1.162	1.367	1.994	1.711	1.541
	N	84	84	84	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

Correlations					
		iklan unik	Menonton iklan sampai selesai	Membuat ingin menonton kembali	Sikap menonton iklan
Membuat ingin menonton kembali	N	84	84	84	84
Sikap menonton iklan	Pearson Correlation	.677	.777	.683	.7
	Sig. (2-tailed)	.000	.000	.000	.000
	Sum of Squares and Cross-products	97.179	181.357	167.643	1234.893
	Covariance	1.171	2.185	2.020	14.878
	N	84	84	84	84

** Correlation is significant at the 0.01 level (2-tailed).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ide original	50.76	22.738	.384	.782
Jalan cerita unik	50.35	23.409	.527	.771
Jalan cerita mudah dipahami	50.31	22.722	.600	.764
Jalan cerita tidak terduga	50.64	23.317	.350	.784
Jalan cerita menghibur	50.25	23.708	.459	.776
Jalan cerita kritis	50.58	25.138	.079	.811
Tokoh unik	50.37	23.995	.332	.784
Dialog mudah dimengerti	50.32	23.016	.607	.766
Dialog unik	50.48	22.566	.638	.762
Dialog menghibur	50.43	23.597	.532	.772
Slogan mudah diingat	50.23	22.033	.525	.767
Slogan unik	50.63	23.103	.311	.790
Jingle unik	50.76	24.497	.199	.797
Jingle mudah diingat	50.69	22.096	.543	.766

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
54.37	26.573	5.155	14



Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	84	100.0
	Excluded ^a	0	.0
	Total	84	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.791	14

Item Statistics

	Mean	Std. Deviation	N
Ide original	3.61	.850	84
Jalan cerita unik	4.02	.559	84
Jalan cerita mudah dipahami	4.06	.608	84
Jalan cerita tidak terduga	3.73	.782	84
Jalan cerita menghibur	4.12	.568	84
Jalan cerita kritis	3.79	.865	84
Tokoh unik	4.00	.659	84
Dialog mudah dimengerti	4.05	.558	84
Dialog unik	3.89	.602	84
Dialog menghibur	3.94	.523	84
Slogan mudah diingat	4.14	.794	84
Slogan unik	3.74	.893	84
Jingle unik	3.61	.761	84
Jingle mudah diingat	3.68	.763	84



Scale: ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	84	100.0
Excluded ^a	0	0
Total	84	100.0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
.873	9

Item Statistics

	Mean	Std. Deviation	N
iklan menarik perhatian	3.77	.628	84
iklan mudah dipahami	3.82	.541	84
iklan mudah diingat	3.83	.487	84
iklan menyenangkan	3.83	.656	84
iklan mengandung unsur humor	4.33	.608	84
iklan menghibur	3.98	.537	84
iklan unik	4.06	.449	84
Menonton iklan sampai selesai	3.79	.729	84
Membuat ingin menonton kembali	3.55	.767	84

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
iklan menarik perhatian	31.19	11.819	.618	.859
iklan mudah dipahami	31.14	12.847	.448	.872
iklan mudah diingat	31.13	12.380	.660	.857
iklan menyenangkan	31.13	11.320	.709	.850
iklan mengandung unsur humor	30.63	11.826	.642	.856
iklan menghibur	30.99	12.084	.671	.855
iklan unik	30.90	12.738	.606	.862
Menonton iklan sampai selesai	31.18	11.040	.682	.853
Membuat ingin menonton kembali	31.42	11.427	.562	.868

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.96	14.878	3.857	9

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Frequencies

		Statistics			
		Ide original	Jalan cerita unik	Jalan cerita mudah dipahami	Jalan cerita tidak terduga
N	Valid	84	84	84	84
	Missing	0	0	0	0

		Statistics			
		Jalan cerita kritis	Tokoh unik	Dialog mudah dimengerti	Dialog unik
N	Valid	84	84	84	84
	Missing	0	0	0	0

		Statistics			
		Slogan mudah diingat	Slogan unik	Jingle unik	Jingle mudah diingat
N	Valid	84	84	84	84
	Missing	0	0	0	0

Frequency Table

Ide original

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	11.9	11.9	11.9
3	23	27.4	27.4	39.3
4	41	48.8	48.8	88.1
5	10	11.9	11.9	100.0
Total	84	100.0	100.0	

Jalan cerita unik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.2	1.2	1.2
3	9	10.7	10.7	11.9
4	61	72.6	72.6	84.5
5	13	15.5	15.5	100.0
Total	84	100.0	100.0	

Jalan cerita mudah dipahami

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	10	11.9	11.9	13.1
	4	56	66.7	66.7	79.8
	5	17	20.2	20.2	100.0
	Total	84	100.0	100.0	

Jalan cerita tidak terduga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	6.0	6.0	6.0
	3	25	29.8	29.8	35.7
	4	42	50.0	50.0	85.7
	5	12	14.3	14.3	100.0
	Total	84	100.0	100.0	

Jalan cerita menghibur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	6	7.1	7.1	8.3
	4	59	70.2	70.2	78.6
	5	18	21.4	21.4	100.0
	Total	84	100.0	100.0	

Jalan cerita kritis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.4	2.4	2.4
	2	3	3.6	3.6	6.0
	3	21	25.0	25.0	31.0
	4	43	51.2	51.2	82.1
	5	15	17.9	17.9	100.0
	Total	84	100.0	100.0	

Tokoh unik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	3	12	14.3	14.3	15.5
	4	56	66.7	66.7	82.1
	5	15	17.9	17.9	100.0
	Total	84	100.0	100.0	

Dialog mudah dimengerti

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	8	9.5	9.5	10.7
	4	61	72.6	72.6	83.3
	5	14	16.7	16.7	100.0
Total		84	100.0	100.0	

Dialog unik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	17	20.2	20.2	21.4
	4	56	66.7	66.7	88.1
	5	10	11.9	11.9	100.0
Total		84	100.0	100.0	

Dialog menghibur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	11	13.1	13.1	14.3
	4	64	76.2	76.2	90.5
	5	8	9.5	9.5	100.0
Total		84	100.0	100.0	

Slogan mudah diingat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.6	3.6	3.6
	3	12	14.3	14.3	17.9
	4	39	46.4	46.4	64.3
	5	30	35.7	35.7	100.0
Total		84	100.0	100.0	

Slogan unik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	6	7.1	7.1	8.3
	3	23	27.4	27.4	35.7
	4	38	45.2	45.2	81.0
	5	16	19.0	19.0	100.0
Total		84	100.0	100.0	

Jingle unik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.2	1.2	1.2
2	6	7.1	7.1	8.3
3	23	27.4	27.4	35.7
4	49	58.3	58.3	94.0
5	5	6.0	6.0	100.0
Total	84	100.0	100.0	

Jingle mudah diingat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	8.3	8.3	8.3
3	21	25.0	25.0	33.3
4	48	57.1	57.1	90.5
5	8	9.5	9.5	100.0
Total	84	100.0	100.0	



Frequencies

Statistics

		iklan menarik perhatian	iklan mudah dipahami	iklan mudah diingat	iklan menyenangkan	iklan mengandung unsur humor
N	Valid	84	84	84	84	84
	Missing	0	0	0	0	0

Statistics

		iklan menghibur	iklan unik	Menonton iklan sampai selesai	Membuat ingin menonton kembali
N	Valid	84	84	84	84
	Missing	0	0	0	0

Frequency Table

iklan menarik perhatian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.8	4.8	4.8
	3	16	19.0	19.0	23.8
	4	59	70.2	70.2	94.0
	5	5	6.0	6.0	100.0
Total		84	100.0	100.0	

iklan mudah dipahami

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.4	2.4	2.4
	3	15	17.9	17.9	20.2
	4	63	75.0	75.0	95.2
	5	4	4.8	4.8	100.0
Total		84	100.0	100.0	

iklan mudah diingat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	15	17.9	17.9	19.0
	4	65	77.4	77.4	96.4
	5	3	3.6	3.6	100.0
Total		84	100.0	100.0	

Iklan menyenangkan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.8	4.8	4.8
	3	14	16.7	16.7	21.4
	4	58	69.0	69.0	90.5
	5	8	9.5	9.5	100.0
	Total	84	100.0	100.0	

Iklan mengandung unsur humor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	7.1	7.1	7.1
	4	44	52.4	52.4	59.5
	5	34	40.5	40.5	100.0
	Total	84	100.0	100.0	

Iklan menghibur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	15.5	15.5	15.5
	4	60	71.4	71.4	86.9
	5	11	13.1	13.1	100.0
	Total	84	100.0	100.0	

Iklan unik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	7.1	7.1	7.1
	4	67	79.8	79.8	86.9
	5	11	13.1	13.1	100.0
	Total	84	100.0	100.0	

Menonton iklan sampai selesai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.8	4.8	4.8
	3	21	25.0	25.0	29.8
	4	48	57.1	57.1	86.9
	5	11	13.1	13.1	100.0
	Total	84	100.0	100.0	

Membuat ingin menonton kembali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	10.7	10.7	10.7
	3	25	29.8	29.8	40.5
	4	45	53.6	53.6	94.0
	5	5	6.0	6.0	100.0
	Total	84	100.0	100.0	



LAMPIRAN 10

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Tingkat Kreatif Iklan ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Sikap Menonton Iklan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.545	2.598

a. Predictors: (Constant), Tingkat Kreatif Iklan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	681.613	1	681.613	101.020	.000 ^a
	Residual	553.280	52	10.642		
	Total	1234.893	53			

a. Predictors: (Constant), Tingkat Kreatif Iklan

b. Dependent Variable: Sikap Menonton Iklan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.740	1.020		1.569	.120
	Tingkat Kreatif Iklan	.556	.055	.743	10.051	.000

a. Dependent Variable: Sikap Menonton Iklan