ABSTRACT

An Analysis of Consumer Perception on Three Print Advertisement

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Every consumer had his/her own perception on many things, perception on printed ad was one of it. The aim of this study was to analyzed consumer’s attitude toward ads, consumer’s behaviour in reading printed ads, consumer’s perception for several consumer’s good’s advertisement, consumer segmentation characteristics based on demography, and formulated communication strategy for three consumer good’s advertisement. There were 150 respondents who lived in Kota Bogor were involved in this research. K-means cluster, CHAID, chi-square, and crosstab methods were used to analyzed the data. The result showed how consumer’s perception for three advertisement was. For Indosat, consumer said that this advertisement had an interesting color, but in reserve the message and endorser were not attractive. For Milna, consumer evaluated that endorser and lay out of the advertisement were good. And for Oral B, none of advertisement factors such as lay out, tagline, or ad’s performance were interesting. For most of the respondent was the teenager, advertisement should be focus on teenage magazine by using bright colour and easy to remember tagline. For the advertiser, it is important to understand how to advertise and advertising norm in Indonesia.