SUMMARY

RAMDAN BUDIAWAN. Effect of Creativity in Advertising Against Interests Purchase with AIDA Approach. Supervised by ARIF SATRIA and MEGAWATI SIMANJUNTAK.

Advertisement is one of marketing communication forms made by companies to reach sales goal of certain product. Advertising creativity is one of important factors that determines the success of television advertisement, beside that the exposure intensity also be determining factor to make the television advertisement get attention from spectators. To measure the spectators response toward advertisement in this research, the researcher used AIDA model. AIDA (attention, interest, desire, action) model is one of popular response hierarchy models for marketer as guidance to implement the marketing communication activities.

This study analyzes the influence of advertising creativity to the interest in the purchase is a response from the consumer in determining the decision to buy a product. This study uses One-Shot Case Study were included in the Pre Experimental Design or experiment pretended to 41 research subjects for treatment of exposure to 1 time and 39 research subjects to treatment 3 times exposure. The research subject is the target market of the product being advertised. The dependent variable in this study is interest in purchasing. The independent variables that influence is advertising creativity and intensity of advertising exposure, then there is a variable that serves as the independent variable and tied to the attention, interest and desire.

The experiment as done in 2 treatments, treatment 1: one advertising exposure and treatment 2: three advertising exposures. The Mann Whitney difference test with SPSS program showed no significant differences between treatment of 1 exposure and 3 exposures. PLS SEM analysis showed that the creativity of advertising a significant effect on attention, interest, desire and interest in the purchase of the product.

Keywords: AIDA, the intensity of advertising exposure, advertising creativity, buying interest