Lampiran 1 : Iklan "menyalakan lampu utama sepeda motor pada siang hari" (variabel X)

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Pengantar


Hormat saya,

Arimay Saroh
NPM. 0816031020
KUESIONER RISET
PENGARUH IKLAN “MENYALAKAN LAMPU UTAMA KENDARAAN SEPEDA MOTOR PADA SIANG HARI” TERHADAP PERILAKU MAHASISWA DALAM MEMATUHI PERATURAN LALU LINTAS DI BANDAR LAMPUNG

(Studi pada Jurusan Ilmu Komunikasi Angkatan 2008 dan 2009 FISIP UNILA)

IDENTITAS RESPONDEN
No responden :
Nama :
Umur : Tahun
Jurusan :
Angkatan :
Jenis Kelamin : L / P

Petunjuk Pengisian
1. Bacalah dengan teliti dan pahami terlebih dahulu maksud dari setiap pertanyaan.
2. Untuk No Responden tidak perlu diisi.
3. Beri tanda silang (X) pada alternatif jawaban yang Anda pilih.

Iklan banner/billboard “Menyalakan lampu utama sepeda motor pada siang hari” dilihat dari isi pesan (Variabel X)

A. Pengetahuan mahasiswa terhadap iklan banner/billboard “Menyalakan lampu utama sepeda motor pada siang hari”

1. Apakah Anda pernah melihat iklan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
   a. Ya, pernah                     b. Ragu-ragu                     c. Tidak pernah

2. Apakah Anda melihat iklan tersebut dari banner/billboard?
   a. Ya                           b. Ragu-ragu                     c. Bukan

3. Dalam satu minggu berapa kali Anda melihat iklan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari” dari media banner/billboard?
   a. Selalu                      b. Kadang-kadang                c. Tidak pernah

4. Apakah Anda mengetahui tujuan dari menyalakan lampu utama kendaraan sepeda motor pada siang hari?
5. Apakah Anda menyutujui peraturan untuk “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
   a. Setuju             b. Kurang setuju         c. Tidak setuju

B. Pemahaman mahasiswa terhadap pesan pada banner/billboard

6. Apakah Anda memahami isi pesan dari iklan banner/billboard “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
   a. Paham              b. Kurang paham        c. Tidak paham

7. Menurut Anda, apakah isi pesan iklan “Menyalakan lampu utama sepeda motor pada siang hari” yang ada pada banner/billboard bersifat memaksa?
   a. Ya                  b. Sedikit memaksa     c. Tidak memaksa

8. Menurut Anda, apakah isi pesan iklan “Menyalakan lampu utama sepeda motor pada siang hari” yang ada pada banner/billboard bersifat membujuk?
   a. Ya                 b. Sedikit membujuk    c. Tidak membujuk

9. Dari kedua sifat isi pesan tersebut, manakah yang lebih Anda sukai untuk menyampaikan peraturan tentang “Menyalakan lampu utama sepeda motor pada siang hari”?

10. Apakah Anda tahu dari kapan peraturan untuk “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
    a. Tahu             b. Ragu-ragu         c. Tidak tahu

11. Apakah Anda mengetahui pasal yang mengatur pengguna jalan untuk “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
    a. Tahu             b. Ragu-ragu         c. Tidak tahu
12. Apakah Anda tahu sanksi yang diterapkan bagi pelanggar yang tidak menyalakan lampu utama kendaraan sepeda motor pada siang hari?
   a. Tahu  
   b. Ragu-ragu  
   c. Tidak tahu

13. Menurut Anda, apakah penggunaan media *banner/billboard* untuk menyampaikan peraturan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari” telah tepat?
   a. Tepat  
   b. Kurang tepat  
   c. Tidak tepat

C. Kriteria iklan *banner/billboard* “Menyalakan lampu utama kendaraan sepeda motor”

14. Menurut Anda, apakah layout pada iklan *banner/billboard* ”Menyalakan lampu utama kendaraan sepeda motor pada siang hari” sudah menarik?
   a. Menarik  
   b. Kurang Menarik  
   c. Tidak menarik

15. Menurut Anda, apakah warna yang digunakan pada iklan *banner/billboard* ”Menyalakan lampu utama kendaraan sepeda motor pada siang hari” sudah menarik?
   a. Menarik  
   b. Kurang menarik  
   c. Tidak menarik

16. Menurut Anda, apakah ukuran *banner/billboard* yang terpasang di jalan raya dapat dengan jelas Anda baca?
   a. Jelas  
   b. Kurang jelas  
   c. Tidak jelas

17. Apakah Anda dapat dengan mudah melihat/menemukan iklan *banner/billboard* disepanjang jalan raya di Bandar Lampung?
   a. Ya  
   b. Sedikit susah  
   c. Sangat susah

18. Menurut Anda, apakah bahasa yang digunakan pada iklan *banner/billboard* mudah untuk dipahami?
   a. Ya  
   b. Kurang paham  
   c. Tidak paham

19. Apakah Anda menyukai penyampaian peraturan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari” melalui *banner/billboard*?
   a. Suka  
   b. Kurang suka  
   c. Tidak suka
Perilaku berlalu lintas mahasiswa berdasarkan aspek konatif (Variabel Y)

A. Mahasiswa mematuhi peraturan lalu lintas

20. Apakah Anda memiliki Surat Izin Mengemudi (SIM)?
   a. Ya
   b. Dalam proses pembuatan
   c. Tidak punya

21. Apakah Anda selalu membawa Surat Izin Mengemudi (SIM) saat berkendara?
   a. Ya
   b. Kadang-kadang
   c. Tidak pernah

22. Apakah Anda selalu membawa Surat Tanda Nomor Kendaraan (STNK) saat berkendara?
   a. Selalu
   b. Kadang-kadang
   c. Tidak pernah

23. Apakah Anda selalu memakai helm saat berkendara menggunakan kendaraan sepada motor?
   a. Ya
   b. Kadang-kadang
   c. Tidak pernah

24. Apakah sepeda motor yang Anda kendarai dilengkapi dengan kaca spion?
   a. Ya
   b. Kadang-kadang
   c. Tidak

B. Penerapan budaya lalu lintas yang baik pada mahasiswa

25. Apakah Anda melihat rambu lalu lintas di jalan raya?
   a. Selalu
   b. Kadang-kadang
   c. Tidak pernah

26. Apakah Anda mematuhi setiap rambu-rambu yang terpasang di jalan raya?
   a. Selalu
   b. Kadang-kadang
   c. Tidak pernah

27. Apakah Anda pernah melanggar peraturan lalu lintas?
   a. Pernah
   b. Ragu-ragu
   c. Tidak pernah

28. Apakah Anda pernah melanggar peraturan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari”?
   a. Ya
   b. Ragu-ragu
   c. Tidak pernah
29. Jika pernah, apakah Anda akan menyalakan lampu utama kendaraan sepeda motor Anda setelah mendapatkan sanksi?
   a. Ya b. Ragu-ragu c. Tidak

30. Apakah Anda mendukung peraturan “Menyalakan lampu utama sepeda motor pada siang hari”?
   a. Mendukung b. Kurang mendukung c. Tidak mendukung

31. Apakah Anda terpaksa menyalakan lampu utama sepeda motor pada siang hari ketika Anda berkendara?
   a. Ya b. Ragu-ragu c. Tidak

32. Apakah Anda menyalakan lampu utama kendaraan sepeda motor setelah melihat iklan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari” pada banner/billboard?
   a. Ya b. Ragu-ragu c. Bukan

33. Apakah Anda menyalakan lampu utama jarak jauh kendaraan Anda pada siang hari?
   a. Ya b. Kadang-kadang c. Tidak

34. Apakah Anda hanya menyalakan lampu utama jarak dekat/lampu senja kendaraan Anda pada siang hari?
   a. Ya b. Kadang-kadang c. Tidak

35. Apakah Anda ter dorong untuk menyampaikan peraturan “Menyalakan lampu utama kendaraan sepeda motor pada siang hari” pada orang lain?
   a. Ya b. Kadang-kadang c. Tidak

36. Apakah Anda pernah mengingatkan orang lain yang belum menyalakan lampu utama kendaraan sepeda motor untuk menyalakan lampu utama kendaraan roda dua?
   a. Ya b. Ragu-ragu c. Tidak pernah
Gambar 1 *Billboard* “Menyalakan lampu utama sepeda motor pada siang hari”
Gambar banner “Menyalakan lampu utama sepeda motor pada siang hari”
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\(^a\) Listwise deletion based on all variables in the procedure.
Tabel Reliabilitas Variabel X

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<th>Reliability Statistics</th>
<th>Kuesioner Ganjil</th>
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<td>Nilai</td>
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<td>N Genap</td>
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<td>,520</td>
<td>,454</td>
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<td>9ᵃ</td>
<td>8ᵇ</td>
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<td>Koreslasi kuesioner ganjil genap</td>
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<tr>
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### Hasil Uji Reliabilitas Variabel Y

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<td>N</td>
<td>Interval Kepercayaan 99 %</td>
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### Uji Korelasi Product Moment

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<th>Perilaku Mahasiswa Berlalu Lintas</th>
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<td>Pesan Iklan Menyalakan Lampu Siang Hari</td>
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**. Correlation is significant at the 0.01 level (2-tailed).
LAMPIRAN