

ABSTRACT

THE INFLUENCE OF ONE MILD CIGARETTE ADVERTISING POSTERS INSTALLED ALONG GATOT SUBROTO STREET TOWARD BUYING INTERESTS OF MALE STUDENTS IN STATE ISLAMIC HIGH SCHOOL 2 IN TANJUNG KARANG TO CONSUME ONE MILD CIGARETTE

BY

MUHAMMAD HAMBARI

Advertising is a promotion activity conducted by a corporation through mass media. Advertisement is purposed to promote products to consumer. Advertisement is expected to give information and to influence consumers to use the advertised products. After watching advertisements, audience will experience changes of attitude and belief to conduct buying.

The objective of this research is to find out the extent of influence of One Mild cigarette poster advertisements towards consumer's buying interest to smoke One Mild. This research is based on AIDCA advertising theory; *attention, interest, desire, conviction, and action*. This research discusses how installed advertising posters may influence consumers to buy the advertised products.

This research used survey research method. Samples were 70 male students of State Islamic High School 2 in Tanjung Karang. Data were collected using questionnaires and observations. Data were analyzed using linier regression estimation.

Hypothesis test showed a significant result where $T_{\text{count}} 2.004 > T_{\text{table}} 1.671$. This showed that One Mild advertising posters which were installed along Gatot Subroto street influenced buying interests of male students in State Islamic High School 2 in Tanjung Karang to consume One Mild cigarette with influence percentage of 5.6%.