

ABSTRACT

THE ANALYSIS OF COMMUNICATION OF LUBRICANT OIL USERS IN FACING RACING LUBRICANT OIL ADVERTISING EXPOSURE IN TELEVISION MEDIA (A Study at Members of Yamaha V-Ixion Club Lampung)

By

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Mass communication especially television is effective to change audience behavior in commercial advertising. Commercial advertising of a product enables audience to recognize the product being advertised. The advertising repetitions enable the advertising information to remember by audience and to enhance audience with knowledge about the product to advertise. Subsequently, audience will possess a particular attitude toward the advertised product. Enduro 4T Racing and Yamalube 4T Sport are popular racing lubricant oil products and favored by many lubricant oil users, especially motorcycle users. These racing lubricant products are frequently in the television media.

The problem statement in this research was "How communication users lubricating oil on Yamaha V-Ixion members Club Lampung in the face of advertising exposure lubricating oil racing on television?" The objectives of this research were to analyze the communication of lubricant oil users in facing racing lubricant oil advertising exposure in television media and to find out attentions, interests, desires, decisions, and actions of lubricant oil users after being exposed to racing lubricant oil advertising exposure in television media. This was a qualitative and descriptive research. Primary data were obtained from interviews to 11 informants.

Based on the results of the research analyzed the user communications in the face of lubricating oil lubricating oil racing advertising exposure on television by using the theory to prove that exposure to advertising AIDDA lubricating oil 4T Enduro Racing version Doni Tata and the 4T Yamalube Valentino Rossi Sport versions of the audience on stage only affect attention, interest, and desire. So, which greatly affect the public in making decisions (decision) and (action) action to use lubricating oil or Yamalube Racing 4T Enduro 4T Sport is the influence of friends in the motorcycle club YVCL have first and many use Enduro 4T Racing oil and lubricants Yamalube 4T Sport.

Keywords: communication analysis, lubricant oil users, racing lubricant oil advertising exposure