

ABSTRACT

ADVERTISING AS A MODEL FOR THE EFFECT OF ADVERTISING MEDIA BUYING INTEREST IN MOTOR YAMAHA JUPITER MX BANDAR LAMPUNG

By

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Ads able to attract buying customers because customers know the product through advertising offered then to understand the workings and capabilities possessed by the product. Ads will be more interesting if played by a particular advertising model ad model emerging. Advertising Model is well-known figure because of its intensity in the world of entertainment in which the main task is to entertain the audience as consumers of the services it offers.

Valentino Rossi is appropriate to advertise the product Yamaha Jupiter MX. Type of output latest Yamaha motorcycle wanted to create an independent image, fast, powerful, reliable yet still trendy and sporty for a Moto Yamaha, Yamaha increasingly At Home. Therefore, Yamaha's Valentino Rossi chose as a model of Jupiter MX Yamaha product advertising because it is considered capable of representing the image to be conveyed from Yamaha types are able to strengthen the image and Yamaha Jupiter MX as a challenger to the current market.

The purpose of this study was to determine how much influence the use of models of interest to purchase ads that in this case the use of Valentino Rossi as Ad Models Yamaha Jupiter MX.

The sampling in this research is done by using methods (random sampling) because the population is not limited. Test validity using factor analysis and reliability analysis using alpha croanbach while data analysis method used is the Test of Multiple Linear Regression (R), F test of hypothesis testing and Test T.

The analysis used is quantitative analysis by using the formula Regression Test (R). The result shows that the effect of Ad Model as an advertising medium has positive influence on interest in buying the product Yamaha Jupiter MX. It can be seen from the value of $R = 0.473$ this means that donations Subvariabel X (Credibility Model Advertising, Advertising Model Level Preferably, attraction Ad Model and Effect of Model Ads) play a role in influencing each variable Y (Buying Interests) amounted to 47.3%. While the rest equal to 52,7% influenced by other variables. Simultaneous Subvariabel X (Credibility Model Advertising, Advertising Model Level Preferably, attraction Ad Model and Effect of Model Ads) jointly influence on buying interest (Y). While partially Subvariabel Preferably Model Level Advertising, Advertising Model attraction and has a significant effect whereas Ad Model Credibility Ad Model no significant effect on Products Buying Interest Yamaha Jupiter MX in Bandar Lampung.

Companies should choose a model that should be known ads by both the Indonesian community. Because in this research in aspects of Credibility Models Ads no significant effect on Buying Interest. And the company should continue to maintain aspects of its influence in the selection of Model Ads. Because in this study were donated aspects influence the strongest influence on Buying Interest.