

## ABSTRAK

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### **EFEKTIVITAS PROMOSI FITUR *FREE LINE STICKER* MELALUI MODEL AIDA PADA MAHASISWA DAN MAHASISWI JURUSAN *MANAGEMENT* FAKULTAS EKONOMI UNIVERSITAS PELITA HARAPAN ANGKATAN 2011 YANG TERDAFTAR DI TAHUN 2014**

(xviii + 123 halaman : 33 gambar; 21 tabel; 25 lampiran)

Kata Kunci: Efektivitas Promosi, Fitur *Free LINE Sticker*, model AIDA

Beberapa tahun belakangan ini, pemanfaatan internet untuk media sosial sangatlah tinggi. Salah satu media sosial yang diminati masyarakat adalah aplikasi *instant messaging*. Persaingan yang ketat dan ekspektasi masyarakat yang tinggi membuat perusahaan aplikasi *instant messaging* menawarkan promosi berupa fitur menarik guna memikat perhatian khalayak. LINE Corporation adalah salah satu perusahaan aplikasi *instant messaging* yang menawarkan fitur menarik berupa *free LINE Sticker*.

Penulis memilih promosi fitur *free LINE Sticker* sebagai objek dalam penelitian ini dikarenakan dua hal. Pertama, LINE merupakan aplikasi *instant messaging* paling baru dibandingkan kompetitor serupa. Namun, berdasarkan survei dari The Nielson Company, LINE berhasil merebut perhatian para pengguna aplikasi *instant messaging*. Kedua, promosi fitur *free LINE Sticker* membuat basis pengiriman teks menjadi lebih ekspresif.

Penelitian ini bertujuan untuk mengetahui efektivitas promosi fitur *free LINE Sticker* di kalangan mahasiswa dan mahasiswi Jurusan *Management* Fakultas Ekonomi Universitas Pelita Harapan angkatan 2011 yang masih terdaftar di tahun 2014. Efektivitasnya akan diukur dengan menggunakan empat tahapan yang ada dalam model AIDA (*attention, interest, desire, action*). Metode yang digunakan adalah survei deskriptif dengan menyebarkan kuesioner kepada 161 responden yang dipilih dengan teknik *simple random sampling*.

Hasil penelitian menunjukkan bahwa promosi fitur *free LINE Sticker* dikategorikan efektif pada setiap tahapan yang ada dalam model AIDA. Oleh karena itu, secara keseluruhan promosi fitur *free LINE Sticker* sudah efektif dalam menjangkau khalayak. Berdasarkan fakta tersebut, penulis memberikan saran kepada LINE Corporation untuk terus menambah dan memperbaharui jenis dan karakter *sticker*, memaparkan keuntungan penggunaan, pemberian *trial* atau sampel, karena sudah terbukti bahwa *free LINE Sticker* dapat membuat seseorang melakukan tindakan (*action*).

Referensi : 56 (1986-2014)

## ABSTRACT

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### **EFFECTIVENESS OF PROMOTIONAL FEATURE FREE LINE STICKER THROUGH AIDA MODEL AMONG STUDENTS FACULTY OF ECONOMIC MANAGEMENT STUDENT MAJORING UNIVERSITAS PELITA HARAPAN CLASS OF 2011 LISTED IN 2014**

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Keywords: Promotion Effectiveness, Features Free LINE Sticker, AIDA model

In recent years, the use of technology for social media is rapidly increasing. One of the most frequent used social media is instant messaging application. Intense competition and high expectations of the users trigger enterprise to develop attractive promotional offers to lure the attention of the audience. LINE Corporation is instant messaging application developer that offers interesting features such as free LINE Sticker.

The author inspects free LINE Sticker promotion features as an object in this study for two major reasons. First, LINE is recently released in 2011. However, based on a survey from The Nielsen Company, LINE is succeeds in capturing the attention of the most users compared to its competitors. Second, the promotion of free LINE Sticker features make text delivery base become more expressive.

This study aims to determine the effectiveness of the promotion of free LINE Sticker features among students and student Department of Management Faculty of Economics, University of Pelita Harapan class of 2011 were still enrolled in 2014. Effectiveness will be measured by using the four stages that stated in the model AIDA (attention, interest, desire, action). The method that has been used is descriptive survey by distributing questionnaires to 161 respondents were selected by simple random sampling technique.

The results showed that the promotion of free features categorized LINE Sticker effective at every stage in the AIDA models. Therefore, the promotion of free LINE Sticker features has been effective in reaching users. Based on these facts, the authors provide advice to the LINE Corporation to continue to add and update the type and character sticker, explained the advantages of use, granting trial or sample, as has been proven that the free LINE Sticker can make someone take action (action).

Referensi : 56 (1986-2014)