

ABSTRACT

The number of users of the Internet in Indonesia is growing so rapidly. Nowadays Internet users has reached 30% of the total population in Indonesia and continue the number continues to grow. The number of Internet users pushed an increasing number of company Internet provider. Speedy as one of the internet service provider of PT TELKOM, competing with internet service providers other to gain more customers by way of promotion on some media. Television is one medium that is often used by PT TELKOM to promote and convey information from porduk Speedy internet service. However, due to intense competition in the field of advertising. Telkom needs to do evaluasasi the ads that have been aired on television, namely by looking at the effect of frequency of exposure to ads Speedy on buying interest the target audience.

This study aims to explain the buying interest comparison of two experimental groups obtained through the Hierarchy of effect model as well as an evaluation of the frequency of ad Speedy and the Speedy evaluation of the content in television advertising. Speedy advertisements used in this study is Speedy ads with models AL, EL, DUL, and Maia Ahmad Dhani Estianty on the KYT program Indoprix 2013 on April 14, and May 26, 2013. Speedy ad frequency used in this study as much as three times for the Experimental Group and one time for the Control Group. This study uses Quasi Experimental Design to design Nonequivalent Control Group Design Posttest Only. Partisipan were included in the present study were students in the areas of Education Telkom who live in the city of East London and lived with their parents, not the Speedy Internet users, and have never seen an ad with a model Speedy AL, EL, DUL, and Maia Ahmad Dhani Estianty. Participants used in this experiment with as many as 40 people masing0masing group there were 20 participants in the Experimental Group and 20 participants for the Control Group.

The result shows is that the Speedy ad aired three times to create a higher purchase interest to participants. This is evidenced an average value of buying interest in the Experimental Group where the group receiving three times the Speedy ads have a higher risk appetite than the Control Group which is only getting one-time ad serving. Speedy Recommendations on television ads proposed in this study is aired on Trans TV station / Trans7 at 19:30 to 23:00. Additionally promo get a free modem is still in demand and can be developed to increase buying interest over the future.

Keywords : ad frequency, Speedy, purchasing intention, Quasi Experimental Design, Nonequivalent Control Group Design, Hierarchy of Fffect model