

## **LAMPIRAN 1**

### **KUISONER PENELITIAN**

Salam Sejahtera,

Perkenalkan saya Ester Putri Erfisa, mahasiswa Ilmu Komunikasi Universitas 17 Agustus Surabaya yang sedang melakukan penelitian untuk skripsi saya yang berjudul “Efektivitas Iklan Media Baliho PT Kencana Maju Bersama Terhadap Brand Awareness di Wilayah Cabang Surabaya”

Adapun kriteria responden yang dapat mengisi kuisisioner ini adalah sebagai berikut :

1. Berusia Min. 20 - 60 Tahun
2. Pernah Melihat dan Mengetahui Baliho "Kencana Baja Ringan"

Mohon kesediaan waktu dan bantuannya untuk mengisi kuesioner ini. Setiap informasi yang diberikan responden akan terjamin kerahasiaannya dan hanya digunakan untuk penelitian ini. Saya mengucapkan terima kasih atas bantuan dan kerjasamanya.

Terimakasih.

#### **A. Identitas Responden**

Nama Lengkap :

Usia :

Jenis Kelamin :

Apa Pekerjaan Anda :

#### **B. Petunjuk Pengisian**

Nilai setiap pertanyaan dengan indikator angka yang sesuai :

1 : Sangat Tidak Setuju

2 : Tidak Setuju

3 : Setuju

3 : Sangat Setuju

#### **C. BUTIR PERTANYAAN**

| No | Pertanyaan                                                                                     | SS | S | TS | S |
|----|------------------------------------------------------------------------------------------------|----|---|----|---|
|    | <b>Awareness (Kesadaran)</b>                                                                   |    |   |    |   |
| 1  | Saya pernah melihat baliho "Kencana Baja Ringan" di Jl. Embong Kaliasin, Kec. Genteng Surabaya |    |   |    |   |
| 2  | Saya merasa iklan baliho "Kencana Baja Ringan" mudah dilihat                                   |    |   |    |   |

|   |                                                                                                                     |  |  |  |  |
|---|---------------------------------------------------------------------------------------------------------------------|--|--|--|--|
|   | <b>Comprehend (Pemahaman)</b>                                                                                       |  |  |  |  |
| 1 | Saya merasa isi iklan baliho "Kencana Baja Ringan" disajikan dengan konsep pesan yang singkat, padat, dan cerdas    |  |  |  |  |
| 2 | Saya dapat memahami dengan jelas isi pesan yang disampaikan dalam baliho "Kencana Baja Ringan"                      |  |  |  |  |
|   | <b>Interest (Ketertarikan)</b>                                                                                      |  |  |  |  |
| 1 | Saya tertarik dengan konsep iklan baliho yang ditampilkan                                                           |  |  |  |  |
| 2 | Saya tertarik terhadap produk yang diiklankan pada baliho "Kencana Baja Ringan"                                     |  |  |  |  |
|   | <b>Intentions (Niat)</b>                                                                                            |  |  |  |  |
| 1 | Saya merasa iklan baliho "Kencana Baja Ringan" membuat diri saya tergerak untuk mencari tahu terkait produknya      |  |  |  |  |
| 2 | Saya merasa iklan baliho "Kencana Baja Ringan" menimbulkan niat untuk mengikuti perkembangan produk yang dipasarkan |  |  |  |  |
|   | <b>Action (Tindakan)</b>                                                                                            |  |  |  |  |
| 1 | Saya akhirnya membeli produk "Kencana Baja Ringan"                                                                  |  |  |  |  |
| 2 | Saya menggunakan produk "Kencana Baja Ringan" untuk kebutuhan saya                                                  |  |  |  |  |
|   | <b>Media Exposure</b>                                                                                               |  |  |  |  |
| 1 | Saya sering melihat Iklan Baliho Kencana di Jl. Embong Kaliasin, Kec. Genteng Surabaya                              |  |  |  |  |
| 2 | Saya sering memperhatikan isi pesan dalam Iklan Baliho Kencana Baja Ringan                                          |  |  |  |  |

|   |                                                                                                                     |  |  |  |  |
|---|---------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| 3 | Saya meluangkan waktu cukup lama ketika melihat Iklan Baliho Kencana Baja Ringan                                    |  |  |  |  |
|   | <b>Top of mind (puncak pikiran)</b>                                                                                 |  |  |  |  |
| 1 | Saya merasa Kencana lebih familiar dari merek lain                                                                  |  |  |  |  |
| 2 | Saya memikirkan merek kencana ketika menggunakan merek lain.                                                        |  |  |  |  |
|   | <b>Brand Recall (Mengingat Kembali Merk)</b>                                                                        |  |  |  |  |
| 1 | Ketika diminta untuk menyebutkan merek baja ringan, Kencana adalah merek pertama kali yang muncul dalam benak saya. |  |  |  |  |
| 2 | Saya merasa merk Kencana mudah disebut sehingga mudah diingat                                                       |  |  |  |  |
|   | <b>Recognition (Pengakuan atau Pengenalan)</b>                                                                      |  |  |  |  |
| 1 | Saya mengenal merk Kencana sebagai "Ahlinya Baja Ringan"                                                            |  |  |  |  |
| 2 | Saya mengenal merk Kencana sebagai produk yang pasti terjamin                                                       |  |  |  |  |
|   | <b>Unaware of Brand (Tidak Menyadari Merk)</b>                                                                      |  |  |  |  |
| 1 | Saya mengetahui merk Kencana adalah perusahaan baja ringan                                                          |  |  |  |  |
| 2 | Saya sering mendengar slogan "Kencana Ahlinya Baja Ringan"                                                          |  |  |  |  |

## LAMPIRAN 2

### TABEL UJI VALIDITAS VARIABEL (X)

| Correlations                |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |
|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                             | X.1                | X.2                | X.3                | X.4                | X.5                | X.6                | X.7                | X.8                | X.9                | X.10               | X.11               | X.12               | Total_X            |
| 9.1 Pearson Correlation     | 1                  | .332 <sup>**</sup> | .352 <sup>**</sup> | .311 <sup>**</sup> | .325 <sup>**</sup> | .411 <sup>**</sup> | .294 <sup>**</sup> | .130               | .232 <sup>**</sup> | .128               | .360 <sup>**</sup> | .168               | .482 <sup>**</sup> |
| Sig. (2-tailed)             |                    | <.001              |                    |                    | <.001              |                    |                    | .828               |                    | .828               |                    | <.001              |                    |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.2 Pearson Correlation     | .338 <sup>**</sup> | 1                  | .919 <sup>**</sup> | .860 <sup>**</sup> | .898 <sup>**</sup> | .883 <sup>**</sup> | .898 <sup>**</sup> | .894 <sup>**</sup> | .894 <sup>**</sup> | .894 <sup>**</sup> | .894 <sup>**</sup> | .894 <sup>**</sup> | .894 <sup>**</sup> |
| Sig. (2-tailed)             | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.3 Pearson Correlation     | .252 <sup>**</sup> | .550 <sup>**</sup> | 1                  | .825 <sup>**</sup> | .883 <sup>**</sup> | .812 <sup>**</sup> | .481 <sup>**</sup> | .342 <sup>**</sup> | .361 <sup>**</sup> | .212 <sup>**</sup> | .371 <sup>**</sup> | .361 <sup>**</sup> | .861 <sup>**</sup> |
| Sig. (2-tailed)             | .018               | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.4 Pearson Correlation     | .312 <sup>**</sup> | .488 <sup>**</sup> | .828 <sup>**</sup> | 1                  | .818 <sup>**</sup> | .842 <sup>**</sup> | .888 <sup>**</sup> | .883 <sup>**</sup> | .881 <sup>**</sup> | .382 <sup>**</sup> | .213 <sup>**</sup> | .188               | .888 <sup>**</sup> |
| Sig. (2-tailed)             | .001               | <.001              | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              | .004               | .008               | .003               | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.5 Pearson Correlation     | .325 <sup>**</sup> | .660 <sup>**</sup> | .902 <sup>**</sup> | .870 <sup>**</sup> | 1                  | .754 <sup>**</sup> | .454 <sup>**</sup> | .584 <sup>**</sup> | .284 <sup>**</sup> | .348 <sup>**</sup> | .202 <sup>**</sup> | .292 <sup>**</sup> | .745 <sup>**</sup> |
| Sig. (2-tailed)             | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              | .003               | <.001              | .008               | .011               | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.6 Pearson Correlation     | .611 <sup>**</sup> | .880 <sup>**</sup> | .812 <sup>**</sup> | .842 <sup>**</sup> | .883 <sup>**</sup> | 1                  | .812 <sup>**</sup> | .883 <sup>**</sup> | .883 <sup>**</sup> | .283 <sup>**</sup> | .283 <sup>**</sup> | .272 <sup>**</sup> | .783 <sup>**</sup> |
| Sig. (2-tailed)             | <.001              | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              | .003               | .003               | .014               | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.7 Pearson Correlation     | .204 <sup>**</sup> | .480 <sup>**</sup> | .458 <sup>**</sup> | .360 <sup>**</sup> | .454 <sup>**</sup> | .421 <sup>**</sup> | 1                  | .402 <sup>**</sup> | .386 <sup>**</sup> | .458 <sup>**</sup> | .132 <sup>**</sup> | .159               | .840 <sup>**</sup> |
| Sig. (2-tailed)             | .008               | <.001              | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              | .088               | .116               | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.8 Pearson Correlation     | .188               | .488 <sup>**</sup> | .348 <sup>**</sup> | .388 <sup>**</sup> | .588 <sup>**</sup> | .888 <sup>**</sup> | .482 <sup>**</sup> | 1                  | .488 <sup>**</sup> | .421 <sup>**</sup> | .272 <sup>**</sup> | .488 <sup>**</sup> | .721 <sup>**</sup> |
| Sig. (2-tailed)             | .188               | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | .008               | <.001              | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.9 Pearson Correlation     | .332 <sup>**</sup> | .574 <sup>**</sup> | .362 <sup>**</sup> | .361 <sup>**</sup> | .594 <sup>**</sup> | .342 <sup>**</sup> | .361 <sup>**</sup> | .492 <sup>**</sup> | 1                  | .212 <sup>**</sup> | .238 <sup>**</sup> | .314 <sup>**</sup> | .822 <sup>**</sup> |
| Sig. (2-tailed)             | .008               | <.001              | <.001              | <.001              | .003               | <.001              | <.001              | <.001              |                    | <.001              | .018               | .001               | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.10 Pearson Correlation    | .728               | .882 <sup>**</sup> | .348 <sup>**</sup> | .282 <sup>**</sup> | .348 <sup>**</sup> | .381 <sup>**</sup> | .888 <sup>**</sup> | .611 <sup>**</sup> | .721 <sup>**</sup> | 1                  | .288 <sup>**</sup> | .381 <sup>**</sup> | .888 <sup>**</sup> |
| Sig. (2-tailed)             | .011               | <.001              | <.001              | .004               | <.001              | .003               | <.001              | <.001              | <.001              |                    | .004               | <.001              | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.11 Pearson Correlation    | .308 <sup>**</sup> | .172 <sup>**</sup> | .210 <sup>**</sup> | .218 <sup>**</sup> | .281 <sup>**</sup> | .289 <sup>**</sup> | .132               | .272 <sup>**</sup> | .230               | .208 <sup>**</sup> | 1                  | .328 <sup>**</sup> | .710 <sup>**</sup> |
| Sig. (2-tailed)             | <.001              | .018               | .018               | .008               | .018               | .003               | .188               | .008               | .018               | .018               |                    | <.001              | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| 9.12 Pearson Correlation    | .188               | .382 <sup>**</sup> | .371 <sup>**</sup> | .188               | .282 <sup>**</sup> | .212 <sup>**</sup> | .188               | .842 <sup>**</sup> | .312 <sup>**</sup> | .381 <sup>**</sup> | .381 <sup>**</sup> | 1                  | .881 <sup>**</sup> |
| Sig. (2-tailed)             | .001               | .011               | .004               | .080               | .011               | .004               | .114               | <.001              | .001               | <.001              | <.001              |                    | <.001              |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Total_X Pearson Correlation | .482 <sup>**</sup> | .742 <sup>**</sup> | .882 <sup>**</sup> | .582 <sup>**</sup> | .348 <sup>**</sup> | .792 <sup>**</sup> | .642 <sup>**</sup> | .722 <sup>**</sup> | .621 <sup>**</sup> | .888 <sup>**</sup> | .510 <sup>**</sup> | .338 <sup>**</sup> | 1                  |
| Sig. (2-tailed)             | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |                    |
| N                           | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

### TABEL UJI VALIDITAS VARIABEL (Y)

| Correlations            |                    |                    |                    |                    |                    |                    |                    |                    |                    |                    |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                         | Y.1                | Y.2                | Y.3                | Y.4                | Y.5                | Y.6                | Y.7                | Y.8                | Y.9                | Total_Y            |
| Y.1 Pearson Correlation | 1                  | .278 <sup>**</sup> | .291 <sup>**</sup> | .311 <sup>**</sup> | .276 <sup>**</sup> | .188               | .188               | .183               | .183               | .424 <sup>**</sup> |
| Sig. (2-tailed)         |                    | .005               | .003               | .002               | .005               | .088               | .088               | .088               | .088               |                    |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.2 Pearson Correlation | .278 <sup>**</sup> | 1                  | .841 <sup>**</sup> | .884 <sup>**</sup> | .832 <sup>**</sup> | .661 <sup>**</sup> | .810 <sup>**</sup> | .888 <sup>**</sup> | .883 <sup>**</sup> | .825 <sup>**</sup> |
| Sig. (2-tailed)         | .005               |                    | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.3 Pearson Correlation | .291 <sup>**</sup> | .841 <sup>**</sup> | 1                  | .828 <sup>**</sup> | .555 <sup>**</sup> | .461 <sup>**</sup> | .490 <sup>**</sup> | .405 <sup>**</sup> | .392 <sup>**</sup> | .749 <sup>**</sup> |
| Sig. (2-tailed)         | .003               | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.4 Pearson Correlation | .311 <sup>**</sup> | .884 <sup>**</sup> | .828 <sup>**</sup> | 1                  | .721 <sup>**</sup> | .544 <sup>**</sup> | .290 <sup>**</sup> | .623 <sup>**</sup> | .374 <sup>**</sup> | .783 <sup>**</sup> |
| Sig. (2-tailed)         | .002               | <.001              | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.5 Pearson Correlation | .276 <sup>**</sup> | .832 <sup>**</sup> | .555 <sup>**</sup> | .721 <sup>**</sup> | 1                  | .583 <sup>**</sup> | .543 <sup>**</sup> | .422 <sup>**</sup> | .428 <sup>**</sup> | .784 <sup>**</sup> |
| Sig. (2-tailed)         | .005               | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.6 Pearson Correlation | .188               | .661 <sup>**</sup> | .461 <sup>**</sup> | .544 <sup>**</sup> | .583 <sup>**</sup> | 1                  | .548 <sup>**</sup> | .584 <sup>**</sup> | .583 <sup>**</sup> | .881 <sup>**</sup> |
| Sig. (2-tailed)         | .088               | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.7 Pearson Correlation | .183               | .810 <sup>**</sup> | .405 <sup>**</sup> | .392 <sup>**</sup> | .422 <sup>**</sup> | .548 <sup>**</sup> | 1                  | .575 <sup>**</sup> | .593 <sup>**</sup> | .714 <sup>**</sup> |
| Sig. (2-tailed)         | .088               | <.001              | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.8 Pearson Correlation | .183               | .888 <sup>**</sup> | .392 <sup>**</sup> | .374 <sup>**</sup> | .422 <sup>**</sup> | .584 <sup>**</sup> | .575 <sup>**</sup> | 1                  | .724 <sup>**</sup> | .715 <sup>**</sup> |
| Sig. (2-tailed)         | .088               | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |                    | <.001              | <.001              |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |
| Y.9 Pearson Correlation | .424 <sup>**</sup> | .825 <sup>**</sup> | .749 <sup>**</sup> | .783 <sup>**</sup> | .784 <sup>**</sup> | .881 <sup>**</sup> | .714 <sup>**</sup> | .715 <sup>**</sup> | .888 <sup>**</sup> | 1                  |
| Sig. (2-tailed)         | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              | <.001              |                    |
| N                       | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                | 100                |

\*\* Correlation is significant at the 0.01 level (2-tailed).

**LAMPIRAN 3**  
**TABEL UJI RELIABILITAS VARIABEL (X)**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .874             | 12         |

**TABEL UJI RELIABILITAS VARIABEL (Y)**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .881             | 9          |

**LAMPIRAN 4**  
**TABEL UJI NORMALITAS**

**One-Sample Kolmogorov-Smirnov Test**

|                                          |                         | Unstandardize<br>d Residual |      |
|------------------------------------------|-------------------------|-----------------------------|------|
| N                                        |                         | 100                         |      |
| Normal Parameters <sup>a,b</sup>         | Mean                    | .0000000                    |      |
|                                          | Std. Deviation          | 3.26480232                  |      |
| Most Extreme Differences                 | Absolute                | .086                        |      |
|                                          | Positive                | .050                        |      |
|                                          | Negative                | -.086                       |      |
| Test Statistic                           |                         | .086                        |      |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         | .067                        |      |
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | Sig.                    | .069                        |      |
|                                          | 99% Confidence Interval | Lower Bound                 | .062 |
|                                          |                         | Upper Bound                 | .075 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

**LAMPIRAN 5**  
**TABEL UJI REGRESI LINEAR SEDERHANA**

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 9.949                       | 2.501      |                           | 3.979 | <.001 |
|       | Total_X    | .511                        | .065       | .623                      | 7.887 | <.001 |

a. Dependent Variable: Total\_Y

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.               |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1     | Regression | 669.766        | 1  | 669.766     | 62.201 | <.001 <sup>b</sup> |
|       | Residual   | 1055.234       | 98 | 10.768      |        |                    |
|       | Total      | 1725.000       | 99 |             |        |                    |

a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X

**LAMPIRAN 6**  
**TABEL UJI KORELASI**

**Correlations**

|         |                     | Total_X | Total_Y |
|---------|---------------------|---------|---------|
| Total_X | Pearson Correlation | 1       | .623**  |
|         | Sig. (2-tailed)     |         | <.001   |
|         | N                   | 100     | 100     |
| Total_Y | Pearson Correlation | .623**  | 1       |
|         | Sig. (2-tailed)     | <.001   |         |
|         | N                   | 100     | 100     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**LAMPIRAN 7**  
**TABEL UJI KOEFISIEN DETERMINASI (R-SQUARE)**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .623 <sup>a</sup> | .388     | .382              | 3.281                      |

a. Predictors: (Constant), Total\_X

**LAMPIRAN 8**  
**TABEL UJI T (PARSIAL)**

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
|       |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 9.949                       | 2.501      |                           | 3.979 | <.001 |
|       | Total_X    | .511                        | .065       | .623                      | 7.887 | <.001 |

a. Dependent Variable: Total\_Y

**LAMPIRAN 9**  
**HASIL DATA KUISIONER VARIABEL EFEKTIVITAS IKLAN (X)**

| No | Indikator Variabel |   |            |   |          |   |            |   |        |   |       |
|----|--------------------|---|------------|---|----------|---|------------|---|--------|---|-------|
|    | Awareness          |   | Comprehend |   | Interest |   | Intentions |   | Action |   | Total |
| 1  | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 2  | 3                  | 3 | 3          | 3 | 2        | 2 | 2          | 2 | 2      | 2 | 24    |
| 3  | 2                  | 3 | 3          | 3 | 2        | 3 | 3          | 3 | 3      | 3 | 28    |
| 4  | 3                  | 3 | 3          | 4 | 2        | 2 | 3          | 3 | 2      | 2 | 27    |
| 5  | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 6  | 4                  | 4 | 4          | 4 | 4        | 4 | 4          | 3 | 2      | 2 | 35    |
| 7  | 3                  | 2 | 4          | 3 | 3        | 3 | 3          | 3 | 2      | 2 | 28    |
| 8  | 2                  | 3 | 3          | 3 | 3        | 2 | 2          | 3 | 2      | 2 | 25    |
| 9  | 2                  | 4 | 3          | 3 | 3        | 2 | 3          | 3 | 2      | 3 | 28    |
| 10 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 11 | 3                  | 3 | 2          | 3 | 2        | 3 | 4          | 4 | 2      | 2 | 28    |
| 12 | 4                  | 4 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 2 | 30    |
| 13 | 4                  | 4 | 3          | 3 | 3        | 3 | 3          | 4 | 2      | 2 | 31    |
| 14 | 2                  | 3 | 3          | 3 | 3        | 3 | 2          | 3 | 1      | 2 | 25    |
| 15 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 16 | 2                  | 4 | 4          | 4 | 4        | 4 | 4          | 4 | 4      | 4 | 38    |
| 17 | 3                  | 3 | 3          | 3 | 2        | 2 | 4          | 2 | 2      | 3 | 27    |
| 18 | 3                  | 3 | 3          | 3 | 2        | 2 | 4          | 2 | 2      | 3 | 27    |
| 19 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 20 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 21 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 3 | 29    |
| 22 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 23 | 4                  | 3 | 3          | 4 | 2        | 2 | 2          | 2 | 2      | 2 | 26    |
| 24 | 3                  | 3 | 3          | 3 | 3        | 2 | 2          | 2 | 2      | 2 | 25    |
| 25 | 4                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 2 | 29    |
| 26 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 2 | 28    |
| 27 | 3                  | 3 | 4          | 3 | 3        | 3 | 3          | 3 | 2      | 2 | 29    |
| 28 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 3 | 29    |
| 29 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 2      | 3 | 29    |
| 30 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 31 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 32 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 33 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |
| 34 | 3                  | 3 | 3          | 3 | 3        | 3 | 3          | 3 | 3      | 3 | 30    |



|    |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 36 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 31 |
| 37 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 38 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 39 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 34 |
| 40 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 34 |
| 41 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 36 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 43 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 33 |
| 44 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 38 |
| 45 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 47 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 48 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 2 | 31 |
| 49 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 32 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 34 |
| 51 | 4 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 1 | 27 |
| 52 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 2 | 1 | 1 | 27 |
| 53 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 29 |
| 54 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| 55 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 31 |
| 56 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 17 |
| 57 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 28 |
| 58 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 28 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 61 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 34 |
| 62 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 34 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 64 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 32 |
| 65 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 66 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 34 |
| 67 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 34 |
| 68 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 35 |
| 69 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 36 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 38 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 72 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 37 |
| 73 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 30 |

|     |   |   |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 74  | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 32 |
| 75  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 34 |
| 76  | 3 | 3 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 3 | 32 |
| 77  | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 34 |
| 78  | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 33 |
| 79  | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 32 |
| 80  | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |
| 81  | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 36 |
| 82  | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 32 |
| 83  | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 34 |
| 84  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 39 |
| 85  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 86  | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 37 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 37 |
| 88  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 89  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 38 |
| 90  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 91  | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 30 |
| 92  | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| 93  | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 36 |
| 94  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 37 |
| 95  | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 38 |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

## HASIL DATA KUISIONER INDIKATOR MEDIA EXPOSURE

| No | Frekuensi |   | Durasi | Total |
|----|-----------|---|--------|-------|
| 1  | 2         | 2 | 2      | 6     |
| 2  | 3         | 2 | 3      | 8     |
| 3  | 2         | 2 | 2      | 6     |
| 4  | 2         | 2 | 2      | 6     |
| 5  | 3         | 2 | 3      | 8     |
| 6  | 2         | 2 | 2      | 6     |
| 7  | 4         | 2 | 2      | 8     |
| 8  | 2         | 2 | 2      | 6     |
| 9  | 3         | 4 | 2      | 9     |
| 10 | 2         | 2 | 2      | 6     |
| 11 | 4         | 3 | 4      | 11    |
| 12 | 3         | 3 | 3      | 9     |
| 13 | 4         | 4 | 4      | 12    |
| 14 | 3         | 2 | 3      | 8     |
| 15 | 3         | 3 | 2      | 8     |
| 16 | 1         | 3 | 1      | 5     |
| 17 | 2         | 3 | 3      | 8     |
| 18 | 2         | 3 | 3      | 8     |
| 19 | 3         | 2 | 3      | 8     |
| 20 | 3         | 2 | 3      | 8     |
| 21 | 3         | 3 | 2      | 8     |
| 22 | 4         | 4 | 4      | 12    |
| 23 | 2         | 2 | 3      | 7     |
| 24 | 4         | 3 | 4      | 11    |
| 25 | 3         | 2 | 3      | 8     |
| 26 | 3         | 3 | 3      | 9     |
| 27 | 3         | 2 | 3      | 8     |
| 28 | 3         | 2 | 3      | 8     |
| 29 | 3         | 2 | 3      | 8     |
| 30 | 3         | 3 | 3      | 9     |
| 31 | 3         | 3 | 3      | 9     |
| 32 | 3         | 3 | 3      | 9     |
| 33 | 3         | 3 | 3      | 9     |
| 34 | 3         | 3 | 3      | 9     |
| 35 | 3         | 3 | 3      | 9     |
| 36 | 3         | 3 | 3      | 9     |

|    |   |   |   |    |
|----|---|---|---|----|
| 37 | 3 | 3 | 3 | 9  |
| 38 | 3 | 3 | 3 | 9  |
| 39 | 3 | 3 | 3 | 9  |
| 40 | 3 | 3 | 3 | 9  |
| 41 | 3 | 2 | 3 | 8  |
| 42 | 3 | 3 | 4 | 10 |
| 43 | 4 | 2 | 2 | 8  |
| 44 | 4 | 2 | 3 | 9  |
| 45 | 4 | 3 | 4 | 11 |
| 46 | 4 | 4 | 4 | 12 |
| 47 | 3 | 2 | 3 | 8  |
| 48 | 3 | 3 | 3 | 9  |
| 49 | 3 | 3 | 3 | 9  |
| 50 | 4 | 3 | 4 | 11 |
| 51 | 3 | 2 | 4 | 9  |
| 52 | 3 | 2 | 3 | 8  |
| 53 | 3 | 2 | 4 | 9  |
| 54 | 3 | 2 | 2 | 7  |
| 55 | 3 | 3 | 3 | 9  |
| 56 | 3 | 3 | 4 | 10 |
| 57 | 2 | 1 | 1 | 4  |
| 58 | 3 | 2 | 2 | 7  |
| 59 | 3 | 3 | 3 | 9  |
| 60 | 3 | 3 | 3 | 9  |
| 61 | 3 | 2 | 3 | 8  |
| 62 | 3 | 4 | 3 | 10 |
| 63 | 4 | 3 | 4 | 11 |
| 64 | 2 | 2 | 2 | 6  |
| 65 | 3 | 2 | 3 | 8  |
| 66 | 3 | 3 | 3 | 9  |
| 67 | 3 | 4 | 3 | 10 |
| 68 | 3 | 3 | 3 | 9  |
| 69 | 3 | 3 | 4 | 10 |
| 70 | 2 | 2 | 2 | 6  |

|     |   |   |   |    |
|-----|---|---|---|----|
| 71  | 4 | 3 | 3 | 10 |
| 72  | 4 | 3 | 3 | 10 |
| 73  | 3 | 2 | 2 | 7  |
| 74  | 3 | 2 | 3 | 8  |
| 75  | 3 | 2 | 3 | 8  |
| 76  | 3 | 4 | 2 | 9  |
| 77  | 3 | 3 | 3 | 9  |
| 78  | 4 | 3 | 4 | 11 |
| 79  | 4 | 4 | 4 | 12 |
| 80  | 4 | 3 | 4 | 11 |
| 81  | 4 | 3 | 4 | 11 |
| 82  | 3 | 3 | 4 | 10 |
| 83  | 3 | 2 | 3 | 8  |
| 84  | 3 | 3 | 3 | 9  |
| 85  | 3 | 4 | 3 | 10 |
| 86  | 2 | 2 | 3 | 7  |
| 87  | 3 | 2 | 3 | 8  |
| 88  | 3 | 2 | 3 | 8  |
| 89  | 4 | 3 | 3 | 10 |
| 90  | 3 | 3 | 3 | 9  |
| 91  | 4 | 4 | 4 | 12 |
| 92  | 4 | 4 | 4 | 12 |
| 93  | 4 | 4 | 4 | 12 |
| 94  | 4 | 4 | 4 | 12 |
| 95  | 4 | 4 | 4 | 12 |
| 96  | 4 | 4 | 4 | 12 |
| 97  | 4 | 4 | 4 | 12 |
| 98  | 4 | 4 | 4 | 12 |
| 99  | 4 | 4 | 4 | 12 |
| 100 | 4 | 4 | 4 | 12 |

**TABEL DATA KUISIONER VARIABEL BRAND AWARENESS (Y)**

| No | Indikator Variabel |   |              |   |                   |   |                  |   |       |
|----|--------------------|---|--------------|---|-------------------|---|------------------|---|-------|
|    | Top OF Mind        |   | Brand Recall |   | Brand Regocnition |   | Unaware of Brand |   | Total |
| 1  | 2                  | 3 | 3            | 3 | 2                 | 3 | 3                | 3 | 22    |
| 2  | 2                  | 3 | 3            | 3 | 2                 | 3 | 3                | 3 | 22    |
| 3  | 2                  | 2 | 2            | 3 | 2                 | 2 | 2                | 3 | 18    |
| 4  | 2                  | 2 | 2            | 2 | 3                 | 2 | 3                | 3 | 19    |
| 5  | 2                  | 2 | 2            | 3 | 3                 | 3 | 1                | 2 | 18    |
| 6  | 2                  | 2 | 2            | 2 | 3                 | 2 | 3                | 3 | 19    |
| 7  | 2                  | 2 | 2            | 2 | 3                 | 3 | 3                | 3 | 20    |
| 8  | 3                  | 3 | 3            | 3 | 2                 | 3 | 2                | 2 | 21    |
| 9  | 2                  | 3 | 2            | 2 | 2                 | 4 | 3                | 4 | 22    |
| 10 | 2                  | 2 | 2            | 3 | 3                 | 3 | 3                | 3 | 21    |
| 11 | 2                  | 3 | 3            | 3 | 2                 | 2 | 3                | 2 | 20    |
| 12 | 2                  | 2 | 2            | 3 | 3                 | 3 | 3                | 3 | 21    |
| 13 | 2                  | 2 | 3            | 4 | 2                 | 3 | 2                | 2 | 20    |
| 14 | 2                  | 3 | 3            | 3 | 2                 | 3 | 3                | 3 | 22    |
| 15 | 3                  | 3 | 2            | 3 | 3                 | 3 | 3                | 3 | 23    |
| 16 | 2                  | 2 | 2            | 3 | 3                 | 4 | 4                | 4 | 24    |
| 17 | 3                  | 3 | 3            | 3 | 3                 | 3 | 2                | 3 | 23    |
| 18 | 3                  | 3 | 3            | 3 | 3                 | 3 | 2                | 3 | 23    |
| 19 | 2                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 23    |
| 20 | 2                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 23    |
| 21 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 22 | 2                  | 2 | 3            | 3 | 3                 | 3 | 3                | 3 | 22    |
| 23 | 3                  | 2 | 1            | 3 | 3                 | 4 | 4                | 4 | 24    |
| 24 | 2                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 23    |
| 25 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 26 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 27 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 28 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 29 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 30 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 31 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 32 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |
| 33 | 3                  | 3 | 3            | 3 | 3                 | 3 | 3                | 3 | 24    |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 39 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 40 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 42 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 43 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 26 |
| 44 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 25 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 47 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 26 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 26 |
| 49 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 26 |
| 50 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 25 |
| 51 | 4 | 2 | 3 | 4 | 4 | 2 | 3 | 4 | 26 |
| 52 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 27 |
| 53 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 26 |
| 54 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
| 55 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 27 |
| 56 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 27 |
| 57 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 30 |
| 58 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |
| 59 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 60 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 61 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 62 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 28 |
| 63 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 27 |
| 64 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 30 |
| 65 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 29 |
| 66 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 29 |
| 67 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 29 |
| 68 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 29 |
| 69 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 28 |
| 70 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 71 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 29 |
| 72 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 29 |

|    |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|----|
| 73 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 74 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 30 |
| 75 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 76 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 77 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 78 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 29 |
| 79 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 29 |
| 80 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 29 |
| 81 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 29 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 83 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 84 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 31 |
| 85 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |

|     |   |   |   |   |   |   |   |   |    |
|-----|---|---|---|---|---|---|---|---|----|
| 86  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 87  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 88  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 89  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 91  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 92  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 93  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 94  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 95  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 97  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 98  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 99  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 100 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |



## LAMPIRAN 10 KARTU BIMBINGAN



**UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
 Program Studi : Administrasi Publik • Administrasi Bisnis • Ilmu Komunikasi  
 • Magister Administrasi Publik • Magister Ilmu Komunikasi • Doktor Ilmu Administrasi  
 Gedung F 101 J. Teroelawatu 45 Surabaya 60118  
 Telp. 031-6991742, 5831800 psw. 155 email: fkip@untag-sby.ac.id

**KARTU BIMBINGAN SKRIPSI**

|                     |                                                                                                       |
|---------------------|-------------------------------------------------------------------------------------------------------|
| Nama                | Edir Putri Erlisa                                                                                     |
| NBI                 | 1151900344                                                                                            |
| Program Studi       | ILMU KOMUNIKASI                                                                                       |
| Dosen Pembimbing I  | Amalia Nurul Muhtaimin, S.I Kom., MA                                                                  |
| Dosen Pembimbing II | Mohammad Insan Romadhan, S.I Kom., M.Med Kom                                                          |
| Judul Skripsi       | EFEKTIVITAS IKLAN MEDIA BALHO PT KENCANA MAJU BERSAMA TERHADAP BRAND AWARENESS DI WILAYAH CABANG BALI |

  

| No | Tanggal  | Sesi/Pertemuan                                                                                                                         | Pembimbing    |               |
|----|----------|----------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|
|    |          |                                                                                                                                        | Pasal Dosen 1 | Pasal Dosen 2 |
| 1. | 05/10/23 | perbaikan landasan teori & berganti lokasi wawancara.                                                                                  |               | ✓             |
| 2. | 26/10/23 | Pemilihan sub bab didalam 3.7.1 ke 3.7.2 dan revisi pengisian lampiran                                                                 |               | ✓             |
| 3. | 01/11/23 | BAB 1-3 ACC, MASUK KE REVISI.                                                                                                          |               | ✓             |
| 4. | 17/04/24 | KE REVISI revisi                                                                                                                       | ✓             | ✓             |
| 5. | 18/04/24 | Merevisi apakah bergang pendirian memiliki pengaruh/tidak dalam penelitian & merevisi pertanyaan wawancara. ACC kuesioner. ACC Bab 1-3 | ✓             | ✓             |
| 6. | 22/04/24 | ACC Kuesioner                                                                                                                          | ✓             | ✓             |
| 7. | 17/05/24 | Berikan narasi pada setiap komponen data.                                                                                              |               | ✓             |
| 8. | 30/05/24 | KE SIDANG                                                                                                                              |               | ✓             |

UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

Gedung F 101 Jl. Samsudewara 45 Surabaya (60118)  
Telp. 031-5091742, 5031603 pos. 159 email: [feip@urbing-sby.ac.id](mailto:feip@urbing-sby.ac.id)

[illegible]

- |    |                                            |
|----|--------------------------------------------|
| 1. | Kartu Bimbingan siswa saat bimbingan       |
| 2. | Kartu bimbingan diri oleh Dosen Pembimbing |

Bimbingan dinyatakan telah selesai  
Tanggal: 11 Juni 2024

Qian Fengbin<sup>1</sup>

Amul.  
ANIL KUMAR

Übung 2: Einführung

(M-NW 2)

## LAMPIRAN 11

### SURAT BEBAS LAB



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
LABORATORIUM OTONOMI DAERAH  
Gedung F Lantai 2 Universitas 17 Agustus 1945 Surabaya  
Jl. Semolowuru No. 45 Surabaya, Telp. (031) 5931800

#### SURAT KETERANGAN

Nomor: 493/K/LOD/VI/2024

Yang bertanda tangan di bawah ini penanggung jawab Uji Turnitin dari Fakultas Ilmu Sosial dan Ilmu Politik Universitas 17 Agustus 1945 (UNTAG) by Surabaya

Nama : Moh. Dey Prayogo, S.IKom., M.IKom.  
NPP : 20150220869

Dengan ini menerangkan bahwa:

Nama : Ester Putri Erfisa  
NBI : 1151900344

Berdasarkan hasil uji turnitin untuk Bab 1,4,5 skripsi mahasiswa tersebut telah di bawah 20%.  
Surat Keterangan ini di berikan atas permintaan yang bersangkutan untuk "Pendaftran ujian skripsi".

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 17 Juni 2024

Mengetahui  
Kepala Lab. Otonomi

Dida Rahmadanik, S.AP, M.AP

PIC Uji Plagiasi

Moh. Dey Prayogo, S.Ikom., M.IKom

## LAMPIRAN 12

### HASIL TURNITIN



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
LABORATORIUM OTONOMI DAERAH  
Gedung F Lantai 2 Universitas 17 Agustus 1945 Surabaya  
Jl. Semolowaru No. 45 Surabaya, Telp. (031) 5931800

#### SURAT KETERANGAN

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Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 17 Juni 2024

Mengetahui  
Kepala Lab. Otda,

Dida Rahmadani, S.AP, M.AP

PIC Uji Plagiasi

Moh. Dey Prayogo, S.IKom., M.IKom

## LAMPIRAN 13

### LEMBAR REVISI

PROGRAM STUDI ILMU KOMUNIKASI  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

#### LEMBAR REVISI UJIAN SKRIPSI

Nama : Ester Putri Erfisa  
NIM : 1151900344  
Hari/ Tanggal Ujian : Selasa, 25 Juni 2024  
Judul Skripsi : Efektivitas Iklan Media Baliho PT KENCANA MAJU BERSAMA Terhadap Brand Awareness di Wilayah Cabang Surabaya

Catatan Perbaikan:

- Masih ada beberapa statement yang belum dilengkapi referensi.
- Revisi abstrak, bagian saran disesuaikan dgn Bab V

Surabaya, 25 Juni 2024  
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

  
M. WSN. F.

Revisi dari Dosen Penguji,

  
M. M. M. - ?

CS Dipindai dengan CamScanner

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan atas.

### LEMBAR REVISI UJIAN SKRIPSI

Nama : Ester Putri Erfisa  
NIM : 1151900344  
Hari/ Tanggal Ujian : Selasa, 25 Juni 2024

Judul Skripsi : Efektivitas Iklan Media Baliho PT KENCANA MAJU BERSAMA Terhadap Brand Awareness di Wilayah Cabang Surabaya

Catatan Perbaikan:

Bab 1 → Why  
    → Efektifitas? ✓  
    → Iklan Media Baliho? ✓  
    → PT Kencana & abang Sy? ✓  
    → Brand awareness. ✓  
    → Audiencenya siapa? ✓  
Bab 2 → Perbaiki kerangka berpikir ✓  
Bab 3 → Populasinya yg mana? ✓  
Sampel → Pastoran. ✓  
Bab 4 → tambahkan pembahasan ✓  
Bab 5 → konkritkan pembahasan.

Surabaya, 25 Juni 2024.  
Persetujuan Dosen Penguji Telah Revisi/Perbaikan,

  
Fransisca B.A.C.P.

Revisi dari Dosen Penguji,

  
Fransisca B.A.C.P.



Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan

CS Pindai dengan CamScanner

### LEMBAR REVISI UJIAN SKRIPSI

Nama : Ester Putri Erlisa

NIM : 1151900344

Hari/ Tanggal Ujian : Selasa, 25 Juni 2024

Judul Skripsi : Efektivitas Iklan Media Balho PT KENCANA MAJU BERSAMA Terhadap Brand Awareness di Wilayah Cabang Surabaya

Catatan Perbaikan:

Tidak ada lagi revisi

Surabaya, 1 Juli 2024  
Persetujuan Dosen Penguji: Telah Revisi/Perbaikan,

Revisi dari Dosen Penguji,

  
Dinda L. Andika

Catatan: Bila tidak ada revisi, dosen penguji wajib menuliskan "tidak ada revisi", dan menandatangani di sebelah kanan dan