

**NYAMAN
UNTUK
SIAPAPUN**





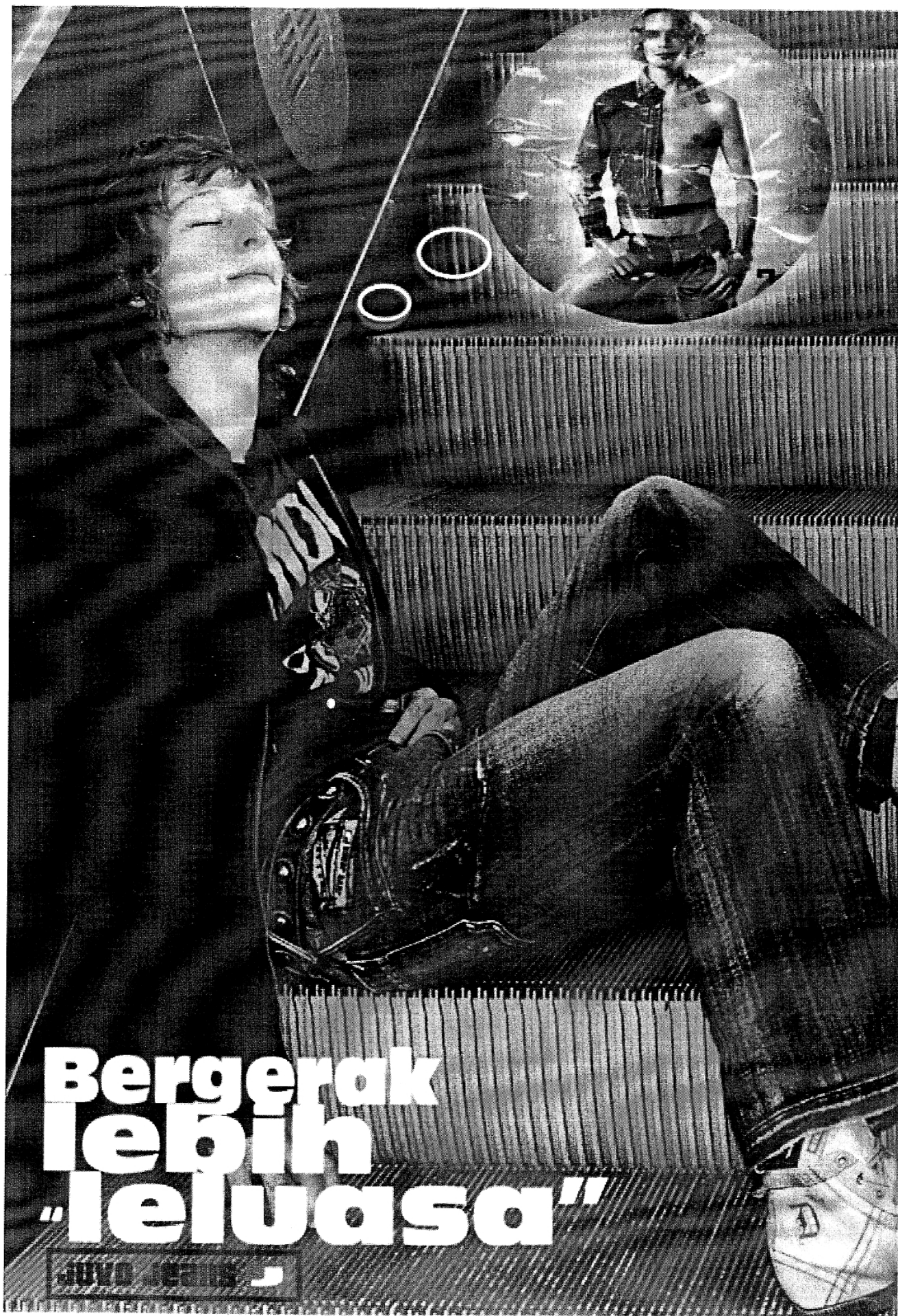
Dunia mengakuinya



Exist

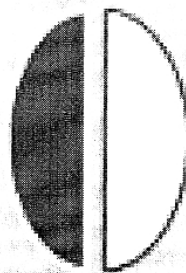
SENTUHAN TEKNOLOGI TERCANGGIH





**Bergerak
lebih
"leluasa"**

JUDO JETTS



cosmic



Cosmic

Minuman

Kemudahan

Tampil segaran fit



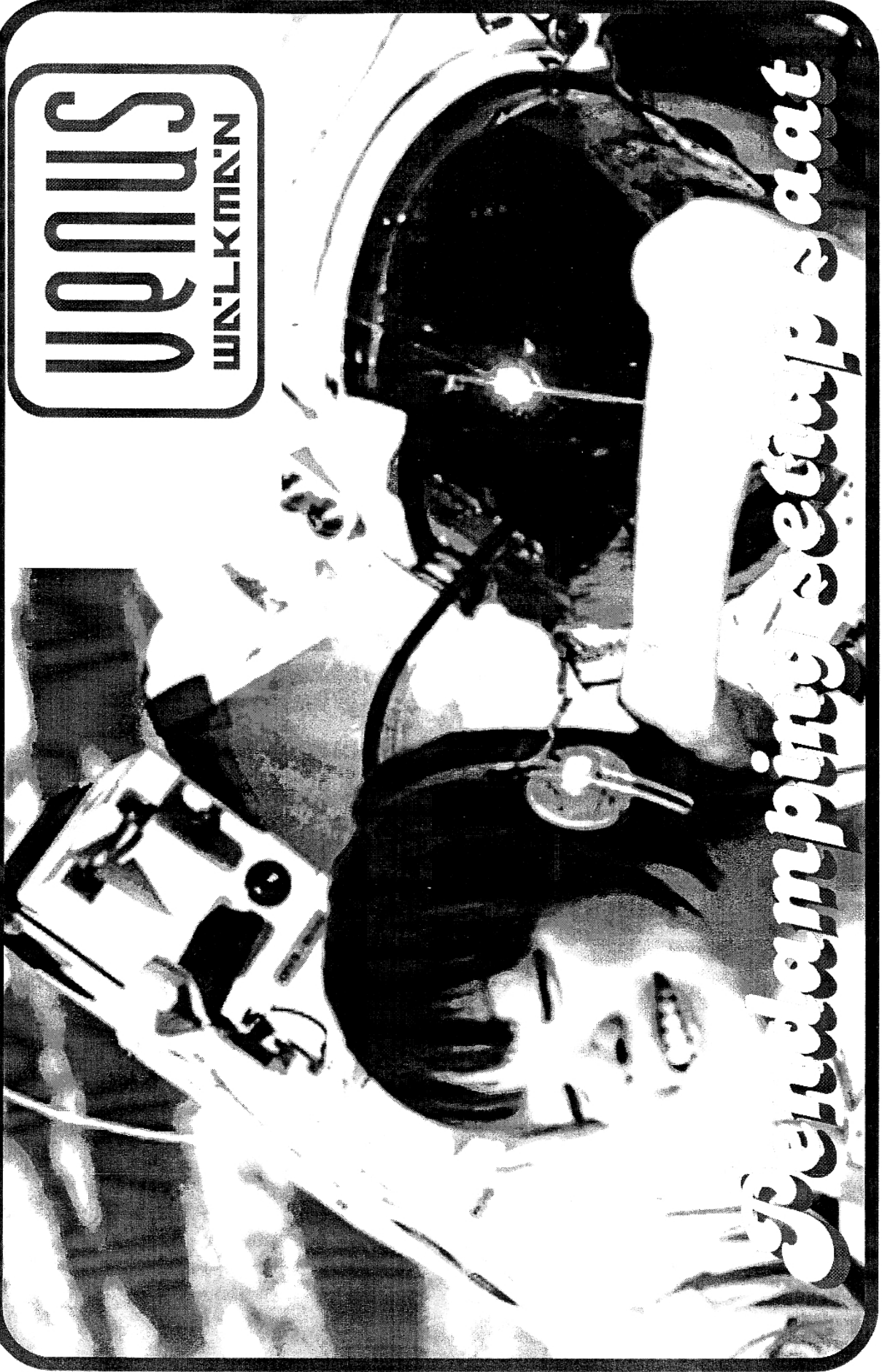
Rainbow

**UNTUK YANG
BERTANGAN BAJA**

Ellipse

Pilihan kaula muda





STUDIS
LIN-LKMN'

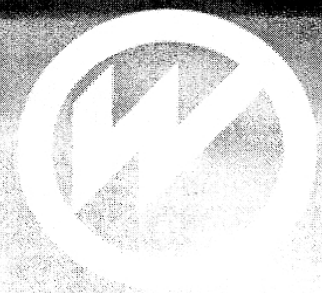
Memahami piringan setiap saat

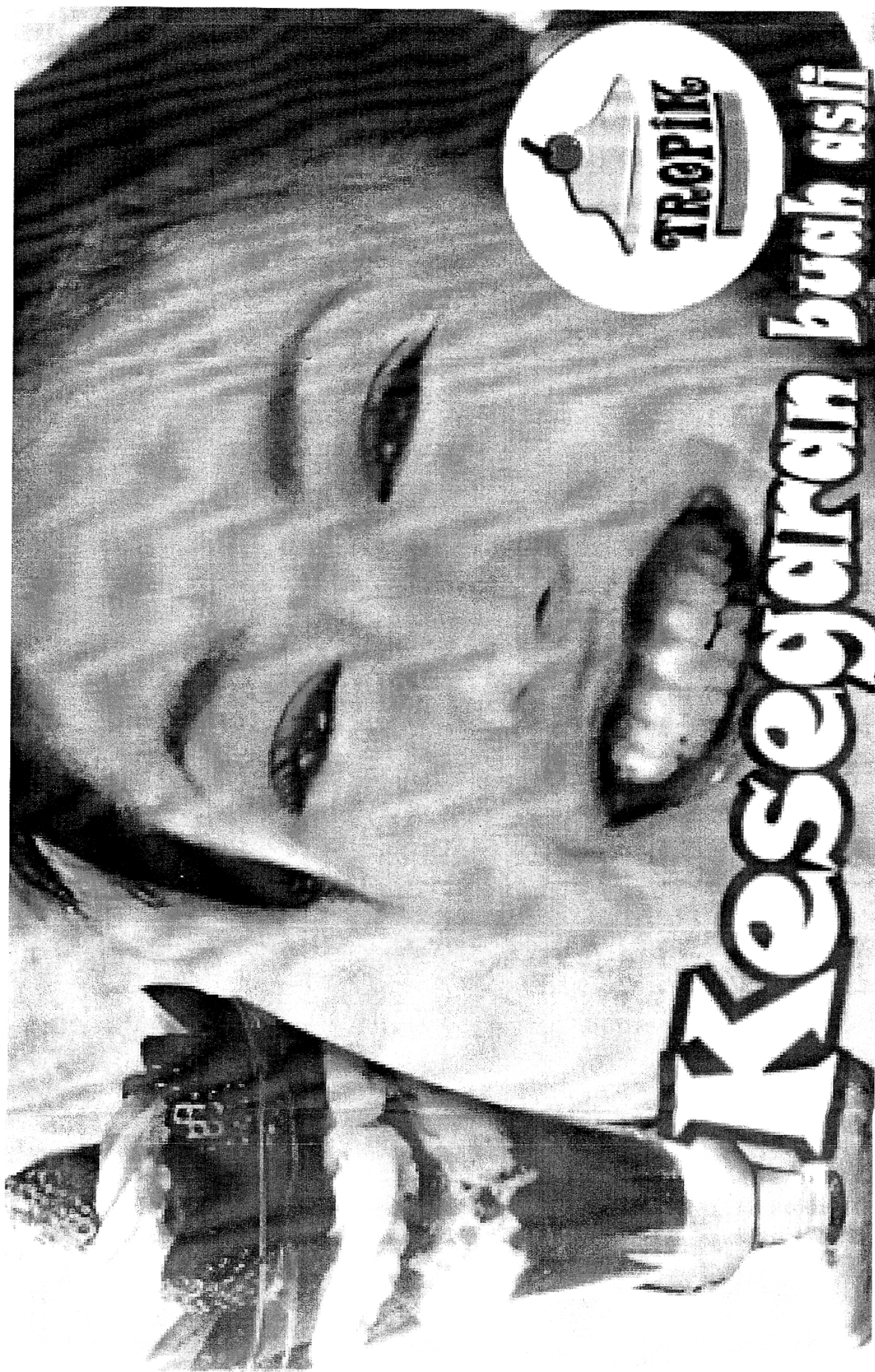
Paleras dalam terasuri



Minuman ringan

**NYAMAN
UNTUK
SIAPAPUN**





Kesejukan buah asli

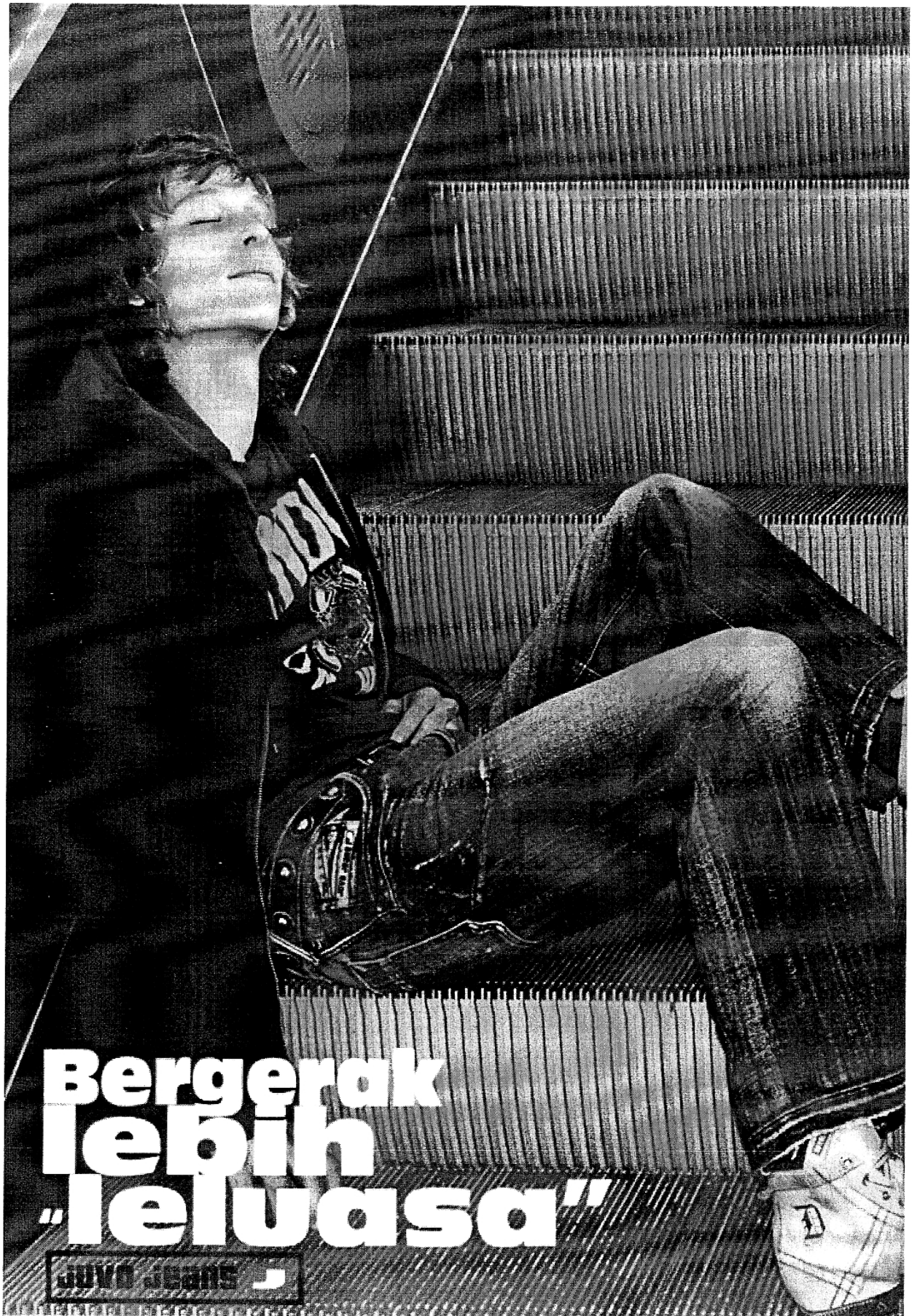


Dunia mengacuinya

EXIST

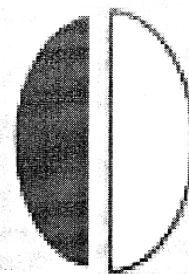
SENTUHAN TEKNOLOGI TERCANGGIH





**Bergerak
lebih
"leluasa"**

JOJO JEANS



cosmic





A black and white advertisement for the Rainbow brand. The background features a man with dark, spiky hair, wearing a light-colored jacket, sitting on a roller coaster. He is holding onto the safety bar and looking towards the camera with a serious expression. The roller coaster tracks are visible behind him. In the foreground, a large, square-faced clock is prominently displayed. The clock face is dark with white hands and numbers. The brand name 'rainbow' is written vertically on the left side of the clock face. The clock is tilted slightly to the right. In the top right corner, the Rainbow logo is visible, consisting of a stylized 'R' above the word 'Rainbow'.

Rainbow

**UNTUK YANG
BERTANGAN BAJA**

Ellipse

Pilihan kaula muda





Demamnya: 38°C

STUDIA
WALUKITIN

Pelepas dahaga terampuh



Minuman ringan

LAMPIRAN 3

KUESIONER

BAGIAN PERTAMA

Petunjuk :

Pada bagian ini, saudara diminta untuk mengisi titik-titik sesuai dengan iklan yang baru dilihat

Dari serangkaian iklan yang baru saja ditayangkan, sebutkan iklan-iklan yang telah saudara lihat !

Jawaban boleh tidak beraturan !

Cth :

Merek Produk	: Sprite
Jenis Produk	: Minuman ringan
Slogan	: Kutahu yang kumau
Ciri khas 1	: Mau minuman langsung dari botol, masih ada tutupnya

IKLAN 1

Merek Produk	:
Jenis Produk	:
Slogan	:
Ciri khas 1	:

IKLAN 2

Merek Produk	:
Jenis Produk	:
Slogan	:
Ciri khas 1	:

IKLAN 3

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 4

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 5

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 6

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 7

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 8

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 9

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

IKLAN 10

Merek Produk :

Jenis Produk :

Slogan :

Ciri khas 1 :

Dari keseluruhan iklan yang telah saudara lihat, sebutkan iklan yang menurut saudara paling mudah diingat atau yang paling menarik dilihat, yaitu :

Merek Produk :

Jenis Produk :

Slogan :

Alasannya :

BAGIAN KEDUA

Petunjuk :

Pada bagian ini saudara diminta untuk menjawab setiap pertanyaan sesuai keadaan diri saudara saat ini .

Isilah titik-titik atau berilah tanda (•) pada kotak yang menjadi pilihan jawaban saudara !

Dari iklan-iklan yang baru saja saudara lihat, pilih 1 (satu) unsur iklan yang paling menarik perhatian saudara ?

ilustrasi gambar

slogan (*headline*)

tata letak (*layout*)

lain-lain, sebutkan :

.....

..

.....

.

Mengapa unsur tersebut yang paling saudara perhatikan ?

.....
.....
.....

Seberapa sering saudara memperhatikan kehadiran iklan di media cetak ?

tidak pernah

sering

kadang-kadang

selalu

Dari berbagai macam iklan media cetak, beberapa iklan menggunakan humor dalam menyampaikan isi pesannya. Contohnya : iklan rokok sampoerna hijau. Namun ada juga iklan yang tidak menggunakan humor dalam menyampaikan isi pesannya, contohnya : iklan rokok Marlboro. Menurut saudara , manakah dari keduanya yang saudara anggap bisa menarik perhatian pembaca.

Iklan dengan humor

Iklan tanpa humor

Sebutkan alasan saudara ?

.....
.....

Menurut saudara, iklan media cetak yang bagaimana yang bisa menarik perhatian remaja terhadap produk-produk remaja (produk yang khusus ditujukan untuk remaja) ?

.....

.....

IDENTITAS SUBJEK

PETUNJUK : Pada bagian ini saudara diminta untuk mengisi lembar data kontrol, pilih yang sesuai dengan keadaan diri saudara.

Nama (dengan inisial) :

Jenis kelamin : P / L

Usia : Thn

Pendidikan :

.....

LAMPIRAN 4

DATA UJI COBA

Total				
	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	18	17	17	20
H2	18	17	16	20
H3	19	15	17	20
H4	19	15	17	20
H5	18	17	16	20
NH1	13	14	13	16
NH2	10	15	12	16
NH3	13	14	11	18
NH4	13	14	10	18
NH5	12	14	12	18

Sepatu kets	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	2	2
H2	2	2	1	2
H3	2	2	2	2
H4	2	2	2	2
H5	2	2	2	2
NH1	2	2	1	2
NH2	0	2	1	2
NH3	2	2	1	2
NH4	2	2	1	2
NH5	2	2	1	2

Es krim	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	1	2
H2	2	2	1	2
H3	2	2	1	2
H4	2	2	2	2
H5	2	2	1	2
NH1	0	2	0	0
NH2	0	2	0	0
NH3	2	2	0	2
NH4	2	2	0	2
NH5	0	2	2	2

Kaca mata	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	2	2
H2	2	2	2	2
H3	2	0	2	2
H4	2	0	2	2
H5	1	2	2	2
NH1	2	0	2	2
NH2	0	0	1	2
NH3	0	0	1	2
NH4	0	0	0	2
NH5	2	0	1	2

HP	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	0	2	2	2
H2	0	2	2	2
H3	1	2	2	2
H4	2	2	2	2
H5	2	2	1	2
NH1	2	2	2	2
NH2	2	2	2	2
NH3	2	2	1	2
NH4	2	2	1	2
NH5	2	2	1	2

Celana jeans	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	2	2
H2	2	2	2	2
H3	2	2	2	2
H4	2	2	2	2
H5	2	2	2	2
NH1	2	2	2	2
NH2	2	2	2	2
NH3	2	2	2	2
NH4	2	2	2	2
NH5	2	2	1	2

Min. kopi susu	merek produk	jenis produk	headline	ciri khas
H1	2	1	1	2
H2	2	1	1	2
H3	2	1	1	2
H4	1	1	1	2
H5	1	1	1	2
NH1	0	1	0	0
NH2	0	1	0	0
NH3	0	0	0	0
NH4	0	0	0	0
NH5	0	0	0	0

Jam tangan	merek produk	jenis produk	headline	ciri khas
H1	2	2	2	2
H2	2	2	2	2
H3	2	2	2	2
H4	2	2	2	2
H5	2	2	2	2
NH1	0	2	1	2
NH2	0	2	1	2
NH3	0	2	1	2
NH4	0	2	1	2
NH5	1	2	1	2

Pakaian Pria	merek produk	jenis produk	headline	ciri khas
H1	2	0	2	2
H2	2	0	2	2
H3	2	0	2	2
H4	2	0	2	2
H5	2	0	2	2
NH1	1	0	2	2
NH2	2	0	2	2
NH3	1	0	2	2
NH4	1	0	2	2
NH5	1	0	2	2

Walkman	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	1	2
H2	2	2	1	2
H3	2	2	1	2
H4	2	2	1	2
H5	2	2	1	2
NH1	2	2	1	2
NH2	2	2	1	2
NH3	2	2	1	2
NH4	2	2	1	2
NH5	0	2	1	2

Min.ringan	merek produk	jenis produk	<i>headline</i>	ciri khas
H1	2	2	2	2
H2	2	2	2	2
H3	2	2	2	2
H4	2	2	2	2
H5	2	2	2	2
NH1	2	1	2	2
NH2	2	2	2	2
NH3	2	2	2	2
NH4	2	2	2	2
NH5	2	2	2	2

LAMPIRAN 5

HASIL UJICOBAB

Reliabilitas Merk Produk

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPSPKET	13.5000	9.6111	.3967	.5332
MPESKRIM	13.9000	7.6556	.5570	.4604
MPKACMAT	14.0000	8.6667	.3581	.5337
MPHP	13.8000	15.5111	-.6971	.7817
MPCELJEA	13.3000	11.5667	.0000	.5944
MPMKOSU	14.5000	6.9444	.7800	.3780
MPJAMTGN	14.2000	6.4000	.8303	.3398
MPIKPING	13.7000	9.5667	.5426	.5148
MPWALKMA	13.5000	10.5000	.1627	.5833
MPMINRIN	13.3000	11.5667	.0000	.5944

Reliability Coefficients

N of Cases = 10.0

N of Items = 10

Alpha = .5870

Reliabilitas Jenis Produk

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
JPSPKET	13.2000	1.7333	.0000	.3029
JPESKRIM	13.2000	1.7333	.0000	.3029
JPKACMAT	14.6000	.2667	.5345	-.2812

JPHP	13.2000	1.7333	.0000	.3029
JPCELJEA	13.2000	1.7333	.0000	.3029
JPMKOSU	14.5000	1.1667	.3194	.1286
JPJAMTGN	13.2000	1.7333	.0000	.3029
JPIKPING	15.2000	1.7333	.0000	.3029
JPWALKMA	13.2000	1.7333	.0000	.3029
JPMINRIN	13.3000	1.5667	.0842	.2872

\Reliability Coefficients
 N of Cases = 10.0
 Alpha = .2991

N of Items = 10

Reliabilitas Head Line

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
HDSPKET	12.8000	6.1778	.7618	.7527
HDESKRIM	13.4000	6.2667	.3826	.8218
HDKACMAT	12.7000	5.3444	.7817	.7438
HDHP	12.6000	6.9333	.4413	.7933
HDCELJEA	12.3000	8.0111	.1614	.8145
HDMKOSU	13.7000	5.7889	.9200	.7298
HDJAMTGN	12.7000	5.7889	.9200	.7298
HDIKPING	12.2000	8.4000	.0000	.8155
HDWALKMA	13.2000	8.4000	.0000	.8155
HDMINRIN	12.2000	8.4000	.0000	.8155

Reliability Coefficients

N of Cases = 10.0

N of Items = 10

Alpha = .8054

Reliabilitas Ciri Khas

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item	Scale Variance if Item	Corrected Item- Total	Alpha if Item
--	--------------------------	------------------------------	-----------------------------	------------------

	Deleted	Deleted	Correlation	Deleted
CKSPKET	16.6000	2.7111	.0000	.3689
CKESKRIM	17.0000	1.1111	.5000	.0000
CKKACMAT	16.6000	2.7111	.0000	.3689
CKHP	16.6000	2.7111	.0000	.3689
CKCELJEA	16.6000	2.7111	.0000	.3689
CKMKOSU	17.6000	.7111	.5000	.0000
CKJAMTGN	16.6000	2.7111	.0000	.3689
CKIKPING	16.6000	2.7111	.0000	.3689
CKWALKMA	16.6000	2.7111	.0000	.3689
CKMINRIN	16.6000	2.7111	.0000	.3689
Reliability Coefficients				
N of Cases = 10.0			N of Items = 10	
Alpha = .3643				

Reliabilitas Total menurut setiap iklan

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PERS_SPK	56.1000	62.7667	.6990	.7604
PERS_ESK	57.5000	51.6111	.5899	.7590
PERS_KCM	57.9000	48.5444	.7030	.7380
PERS_HP	56.2000	79.9556	-.5086	.8345
PERS_CLJ	55.4000	72.2667	.2645	.7967
PERS_MKS	60.3000	35.1222	.9344	.6954
PERS_JMT	56.7000	50.6778	.9724	.7049
PERS_IKP	57.7000	67.3444	.7289	.7755
PERS_WLM	56.5000	70.9444	.2294	.7953
PERS_MNR	55.4000	72.2667	.2645	.7967
Reliability Coefficients				
N of Cases = 10.0			N of Items = 10	
Alpha = .7920				

Reliabilitas Total gabungan seluruh iklan

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

Scale Mean	Scale Variance	Corrected Item-	Alpha
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Reliabilitas Iklan Sepatu Kets

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* * * Warning * * * Zero variance items
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Reliabilitas Iklan Es Krim

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPESKRIM	4.4000	2.0444	.5148	.5217
JPESKRIM	3.8000	4.4000	.0000	.7273
HDESKRIM	5.0000	2.8889	.3315	.6462
CKESKRIM	4.2000	1.7333	.8807	.1538
Reliability Coefficients				
N of Cases =	10.0		N of Items =	4
Alpha =	.6465			

Reliabilitas Iklan Kaca Mata

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPKACMAT	4.1000	2.1000	.5415	.4762
JPKACMAT	4.8000	2.4000	.3860	.6250
HDKACMAT	3.9000	2.3222	.7734	.3158
CKKACMAT	3.4000	4.4889	.0000	.7203
Reliability Coefficients				
N of Cases =	10.0		N of Items =	4
Alpha =	.6403			

Reliabilitas Iklan HP

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPHP	5.6000	.2667	-.5064	.0000
JPHP	5.1000	.5444	.0000	-1.2245
HDHP	5.5000	.7222	-.5064	.0000
CKHP	5.1000	.5444	.0000	-1.2245
Reliability Coefficients				
N of Cases =	10.0		N of Items =	4
Alpha =	-1.0884			

Reliabilitas Iklan Celana Jeans

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items
Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPCELJEA	5.9000	.1000	.0000	.0000
JPCELJEA	5.9000	.1000	.0000	.0000
HDCELJEA	6.0000	.0000	.0000	1.5000
CKCELJEA	5.9000	.1000	.0000	.0000

Reliability Coefficients
 N of Cases = 10.0 N of Items = 4
 Alpha = .0000

Reliabilitas Iklan Minuman Kopi Susu

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPMKOSU	2.2000	3.7333	.9011	.8482
JPMKOSU	2.3000	6.0111	.6474	.9427
HDMKOSU	2.5000	5.1667	.9739	.8645
CKMKOSU	2.0000	3.1111	.9562	.8464

Reliability Coefficients
 N of Cases = 10.0 N of Items = 4
 Alpha = .9105

Reliabilitas Iklan Jam Tangan

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPJAMTGN	5.5000	.2778	.9540	.0000
JPJAMTGN	4.6000	2.2667	.0000	.6618
HDJAMTGN	5.1000	.9889	.9540	.0000
CKJAMTGN	4.6000	2.2667	.0000	.6618

Reliability Coefficients

N of Cases = 10.0
Alpha = .5882

N of Items = 4

Reliabilitas Iklan Pakaian Pria

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPIKPING	4.0000	.0000	.0000	1.5000
JPIKPING	5.6000	.2667	.0000	.0000
HDIKPING	3.6000	.2667	.0000	.0000
CKIKPING	3.6000	.2667	.0000	.0000

Reliability Coefficients

N of Cases = 10.0

N of Items = 4

Alpha = .0000

Reliabilitas Iklan Walkman

RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPWALKMA	5.0000	.0000	.0000	1.5000
JPWALKMA	4.8000	.4000	.0000	.0000
HDWALKMA	5.8000	.4000	.0000	.0000
CKWALKMA	4.8000	.4000	.0000	.0000

Reliability Coefficients

N of Cases = 10.0

N of Items = 4

Alpha = .0000

Reliabilitas Iklan Minuman Ringan

RELIABILITY ANALYSIS - SCALE (ALPHA)

* * * Warning * * * Zero variance items

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
MPMINRIN	5.9000	.1000	.0000	.0000
JPMINRIN	6.0000	.0000	.0000	1.5000
HDMINRIN	5.9000	.1000	.0000	.0000
CKMINRIN	5.9000	.1000	.0000	.0000

Reliability Coefficients

N of Cases =	10.0	N of Items =	4
Alpha =	.0000		

LAMPIRAN 6

HASIL UJICOB

Korelasi Total VALIDITAS

Correlations

			Merk produk total	Jenis produk total	Headline total	Ciri khas total	Persepsi total
Spearman's rho	Merk produk total	Correlation Coefficient	1.000	.548	.825**	.880**	.834**
		Sig. (2-tailed)	.	.101	.003	.001	.003
		N	10	10	10	10	10
	Jenis produk total	Correlation Coefficient	.548	1.000	.697*	.728*	.718*
		Sig. (2-tailed)	.101	.	.025	.017	.019
		N	10	10	10	10	10
	Headline total	Correlation Coefficient	.825**	.697*	1.000	.754*	.871**
		Sig. (2-tailed)	.003	.025	.	.012	.001
		N	10	10	10	10	10
	Ciri khas total	Correlation Coefficient	.880**	.728*	.754*	1.000	.894**
		Sig. (2-tailed)	.001	.017	.012	.	.000
		N	10	10	10	10	10
	Persepsi total	Correlation Coefficient	.834**	.718*	.871**	.894**	1.000
		Sig. (2-tailed)	.003	.019	.001	.000	.
		N	10	10	10	10	10

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

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

Korelasi Iklan Sepatu Kets

Correlations

			Merk produk sepatu kets	Jenis produk sepatu kets	Headline sepatu kets	Ciri khas sepatu kets	Persepsi sepatu kets
Spearman's rho	Merk produk sepatu kets	Correlation Coefficient	1.000	.	.272	.	.577
		Sig. (2-tailed)	.	.	.447	.	.081
		N	10	10	10	10	10
	Jenis produk sepatu kets	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline sepatu kets	Correlation Coefficient	.272	.	1.000	.	.943**
		Sig. (2-tailed)	.447	.	.	.	.000
		N	10	10	10	10	10
	Ciri khas sepatu kets	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi sepatu kets	Correlation Coefficient	.577	.	.943**	.	1.000
		Sig. (2-tailed)	.081	.	.000	.	.
		N	10	10	10	10	10

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

Korelasi Iklan Es Krim

Correlations

			Merk produk es krim	Jenis produk es krim	Headline es krim	Ciri khas es krim	Persepsi es krim
Spearman's rho	Merk produk es krim	Correlation Coefficient	1.000	.	.163	.764*	.757*
		Sig. (2-tailed)	.	.	.653	.010	.011
		N	10	10	10	10	10
	Jenis produk es krim	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline es krim	Correlation Coefficient	.163	.	1.000	.559	.721*
		Sig. (2-tailed)	.653	.	.	.093	.019
		N	10	10	10	10	10
	Ciri khas es krim	Correlation Coefficient	.764*	.	.559	1.000	.730*
		Sig. (2-tailed)	.010	.	.093	.	.016
		N	10	10	10	10	10
	Persepsi es krim	Correlation Coefficient	.757*	.	.721*	.730*	1.000
		Sig. (2-tailed)	.011	.	.019	.016	.
		N	10	10	10	10	10

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

Korelasi Iklan Kaca Mata

Correlations

			Merk produk kacamata	Jenis produk kacamata	Headline kacamata	Ciri khas kacamata	Persepsi kaca mata
Spearman's rho	Merk produk kacamata	Correlation Coefficient	1.000	.217	.718*	.	.692*
		Sig. (2-tailed)	.	.546	.019	.	.026
		N	10	10	10	10	10
	Jenis produk kacamata	Correlation Coefficient	.217	1.000	.522	.	.813**
		Sig. (2-tailed)	.546	.	.122	.	.004
		N	10	10	10	10	10
	Headline kacamata	Correlation Coefficient	.718*	.522	1.000	.	.890**
		Sig. (2-tailed)	.019	.122	.	.	.001
		N	10	10	10	10	10
	Ciri khas kacamata	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi kaca mata	Correlation Coefficient	.692*	.813**	.890**	.	1.000
		Sig. (2-tailed)	.026	.004	.001	.	.
		N	10	10	10	10	10

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

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

Korelasi Iklan HP

Correlations

			Merk produk HP	Jenis produk HP	Headline HP	Ciri khas HP	Persepsi HP
Spearman's rho	Merk produk HP	Correlation Coefficient	1.000	.	-.527	.	.748*
		Sig. (2-tailed)	.	.	.117	.	.013
		N	10	10	10	10	10
	Jenis produk HP	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline HP	Correlation Coefficient	-.527	.	1.000	.	.154
		Sig. (2-tailed)	.117	.	.	.	.670
		N	10	10	10	10	10
	Ciri khas HP	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi HP	Correlation Coefficient	.748*	.	.154	.	1.000
		Sig. (2-tailed)	.013	.	.670	.	.
		N	10	10	10	10	10

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

Korelasi Iklan Celana Jeans

Correlations

			Merk produk celana jeans	Jenis produk celana jeans	Headline celana jeans	Ciri khas celana jeans	Persepsi Celana Jeans
Spearman's rho	Merk produk celana jeans	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Jenis produk celana jeans	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline celana jeans	Correlation Coefficient	.	.	1.000	.	1.000**
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Ciri khas celana jeans	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi Celana Jeans	Correlation Coefficient	.	.	1.000**	.	1.000
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10

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

Korelasi Minuman Kopi Susu

Correlations

			Merk produk minuman kopi susu	Jenis produk minuman kopi susu	Headline minuman kopi susu	Ciri khas minuman kopi susu	Persepsi Minuman Kopi Susu
Spearman's rho	Merk produk minuman kopi susu	Correlation Coefficient	1.000	.619	.945**	.945**	.950**
		Sig. (2-tailed)	.	.057	.000	.000	.000
		N	10	10	10	10	10
	Jenis produk minuman kopi susu	Correlation Coefficient	.619	1.000	.655*	.655*	.823**
		Sig. (2-tailed)	.057	.	.040	.040	.003
		N	10	10	10	10	10
	Headline minuman kopi susu	Correlation Coefficient	.945**	.655*	1.000	1.000**	.898**
		Sig. (2-tailed)	.000	.040	.	.	.000
		N	10	10	10	10	10
	Ciri khas minuman kopi susu	Correlation Coefficient	.945**	.655*	1.000**	1.000	.898**
		Sig. (2-tailed)	.000	.040	.	.	.000
		N	10	10	10	10	10
	Persepsi Minuman Kopi Susu	Correlation Coefficient	.950**	.823**	.898**	.898**	1.000
		Sig. (2-tailed)	.000	.003	.000	.000	.
		N	10	10	10	10	10

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

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

Korelasi Iklan Jam Tangan

Correlations

			Merk produk jam tangan	Jenis produk jam tangan	Headline jam tangan	Ciri khas jam tangan	Persepsi Jam Tangan
Spearman's rho	Merk produk jam tangan	Correlation Coefficient	1.000	.	.962**	.	1.000**
		Sig. (2-tailed)	.	.	.000	.	.
		N	10	10	10	10	10
	Jenis produk jam tangan	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline jam tangan	Correlation Coefficient	.962**	.	1.000	.	.962**
		Sig. (2-tailed)	.000	.	.	.	.000
		N	10	10	10	10	10
	Ciri khas jam tangan	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi Jam Tangan	Correlation Coefficient	1.000**	.	.962**	.	1.000
		Sig. (2-tailed)	.	.	.000	.	.
		N	10	10	10	10	10

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

Korelasi Iklan Pakaian Pria

Correlations

			Merk produk ikat pinggang	Jenis produk ikat pinggang	Headline ikat pinggang	Ciri khas ikat pinggang	Persepsi Ikat Pinggang
Spearman's rho	Merk produk ikat pinggang	Correlation Coefficient	1.000	.	.	.	1.000**
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Jenis produk ikat pinggang	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline ikat pinggang	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Ciri khas ikat pinggang	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi Ikat Pinggang	Correlation Coefficient	1.000**	.	.	.	1.000
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10

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

Korelasi Iklan Walkman

Correlations

			Merk produk walkman	Jenis produk walkman	Headline walkman	Ciri khas walkman	Persepsi Walkman
Spearman's rho	Merk produk walkman	Correlation Coefficient	1.000	.	.	.	1.000**
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Jenis produk walkman	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline walkman	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Ciri khas walkman	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi Walkman	Correlation Coefficient	1.000**	.	.	.	1.000
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10

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

Korelasi Iklan Minuman Ringan

Correlations

			Merk produk minuman ringan	Jenis produk minuman ringan	Headline minuman ringan	Ciri khas minuman ringan	Persepsi Minuman Ringan
Spearman's rho	Merk produk minuman ringan	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Jenis produk minuman ringan	Correlation Coefficient	.	1.000	.	.	1.000**
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Headline minuman ringan	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Ciri khas minuman ringan	Correlation Coefficient	.	.	.	.	.
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10
	Persepsi Minuman Ringan	Correlation Coefficient	.	1.000**	.	.	1.000
		Sig. (2-tailed)	.	.	.	.	.
		N	10	10	10	10	10

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

HASIL PENGAMBILAN DATA

MERKEK PRODUK[illegible]

15	2	2	2	2	2	2	2	2	2	0	18
16	2	2	2	2	2	0	2	2	2	0	16
17	2	2	2	2	2	2	2	2	2	2	20
18	2	1	2	2	2	2	2	2	2	2	19
19	2	1	2	2	2	2	2	2	2	2	19
20	2	2	2	2	2	0	2	2	2	0	16
21	2	2	2	2	2	0	2	2	2	2	18
22	2	2	2	2	2	2	2	2	2	0	18
23	2	2	2	2	2	2	2	2	2	2	20
24	2	1	2	2	2	0	2	2	2	2	17
25	2	2	2	2	2	2	2	2	2	0	18
JUMLAH =											452

JENIS PRODUK

SUBYEK	IKLAN										JUMLAH
	SEPATU KETS	ES KRIM	KACA MATA	HP	CELANA JEANS	MIN. KOPISUSU	JAM TANGAN	PAKAIAN PRIA	WALKMAN	MIN. RINGAN	
1	2	2	0	2	2	0	2	2	2	2	16
2	2	2	2	2	2	0	2	2	2	2	18
3	2	2	2	2	2	1	2	2	2	2	19
4	2	2	2	2	2	1	2	2	0	2	17
5	2	2	2	2	2	0	2	2	2	2	18
6	2	2	2	2	2	0	2	2	2	2	18
7	2	2	2	2	2	2	2	2	0	2	18
8	2	2	2	2	2	1	2	2	2	2	19
9	2	2	2	2	2	0	2	2	2	2	18
10	2	2	2	2	2	1	2	2	2	0	17

11	2	2	2	2	2	1	2	2	2	2	19
12	2	2	2	2	2	0	2	2	2	2	18
13	2	2	2	2	2	1	2	2	0	2	17
14	2	2	2	2	2	1	2	2	2	2	19
15	2	2	2	2	2	1	2	2	2	0	17
16	2	2	0	2	2	0	2	2	2	0	14
17	2	2	2	2	2	1	2	2	2	2	19
18	2	2	2	2	2	1	2	2	0	2	17
19	2	2	0	2	2	1	2	2	2	2	17
20	2	2	2	2	2	0	2	2	2	0	16
21	2	2	2	2	2	0	2	2	2	2	18
22	2	2	2	2	2	1	2	2	2	0	17
23	2	2	2	2	2	2	2	2	2	2	20
24	2	2	2	2	2	0	2	2	2	0	16
25	2	2	2	2	2	1	2	2	0	0	15
JUMLAH =											437

SLOGAN

SUBYEK	IKLAN										JUMLAH
	SEPATU KETS	ES KRIM	KACA MATA	HP	CELANA JEANS	MIN. KOPISUSU	JAM TANGAN	PAKAIAN PRIA	WALKMAN	MIN. RINGAN	
1	0	2	2	0	2	0	2	1	0	2	11
2	2	2	2	1	0	0	2	0	0	1	10
3	0	2	0	1	0	1	2	2	2	0	10
4	2	2	2	1	1	0	1	2	0	2	13
5	2	2	2	1	2	0	2	1	0	2	14
6	0	0	2	1	0	0	2	1	0	2	8

4	2	2	2	2	2	1	2	2	0	2	17
5	2	2	2	2	2	2	2	2	2	2	20
6	2	2	2	2	2	0	2	2	2	1	17
7	2	2	2	2	2	2	2	2	2	2	20
8	2	1	2	2	2	2	2	2	2	1	18
9	2	2	2	2	2	0	2	2	2	2	18
10	2	2	2	2	2	2	2	2	2	0	18
11	2	2	2	2	2	1	2	2	2	2	19
12	2	2	2	2	2	0	2	2	2	2	18
13	2	2	2	2	2	2	2	2	0	1	17
14	2	1	2	2	2	2	2	2	2	1	18
15	2	2	2	2	2	2	2	2	2	0	18
16	2	2	2	2	2	0	2	2	2	0	16
17	2	1	2	2	2	2	2	2	2	2	19
18	2	1	2	2	2	0	2	2	2	2	17
19	2	2	2	2	2	2	2	2	2	2	20
20	2	2	2	2	2	0	2	2	2	0	16
21	2	2	2	2	2	0	2	2	2	2	18
22	2	2	2	2	2	2	2	2	2	0	18
23	2	2	2	2	2	2	2	2	2	2	20
24	2	2	2	2	2	0	2	2	2	2	18
25	2	2	2	2	2	2	2	2	2	0	18
JUMLAH =											451

KELOMPOK B (NON HUMOR)

MERЕК PRODUK

SUBYEK	IKLAN										JUMLAH
	SEPATU KETS	ES KRIM	KACA MATA	HP	CELANA JEANS	MIN. KOPISUSU	JAM TANGAN	PAKAIAN PRIA	WALKMAN	MIN. RINGAN	
1	2	0	2	2	2	2	2	0	2	0	14
2	2	2	2	2	2	0	0	2	0	2	14
3	2	2	2	2	2	2	2	2	0	0	16
4	2	2	2	2	2	0	2	2	0	0	14
5	2	2	2	2	2	0	2	1	0	0	13
6	2	2	2	2	2	0	2	1	2	0	15
7	2	0	0	2	2	2	2	2	0	0	12
8	2	2	0	2	2	2	0	0	0	2	12
9	2	2	2	2	0	0	2	2	2	0	14
10	2	2	2	2	2	0	2	2	0	0	14
11	2	2	2	2	2	2	2	2	2	2	20
12	2	0	2	2	2	0	0	2	2	0	12
13	2	2	0	2	2	2	0	2	0	2	14
14	2	2	2	0	2	2	2	0	0	0	12
15	2	2	2	2	2	0	2	2	2	0	16
16	2	2	2	2	2	0	2	2	0	0	14
17	2	2	2	2	2	2	2	1	0	2	17
18	2	0	2	2	2	2	2	2	0	2	16
19	2	0	2	2	2	0	0	2	2	0	12
20	2	2	2	0	2	0	2	1	2	0	13
21	2	2	2	2	2	0	2	0	2	2	16

22	2	0	2	2	2	2	2	0	2	0	14
23	2	2	2	2	2	2	2	2	0	0	16
24	2	0	2	2	2	0	2	2	0	0	12
25	2	2	2	2	2	0	2	2	2	0	16
JUMLAH =											358

JENIS PRODUK

SUBYEK	IKLAN										JUMLAH
	SEPATU KETS	ES KRIM	KACA MATA	HP	CELANA JEANS	MIN. KOPISUSU	JAM TANGAN	PAKAIAN PRIA	WALKMAN	MIN. RINGAN	
1	2	2	2	2	2	0	2	2	2	0	16
2	2	0	0	2	2	1	0	2	0	2	11
3	2	2	2	2	2	1	2	2	0	0	15
4	2	2	2	2	2	2	2	2	2	1	19
5	2	0	2	2	2	0	2	2	0	0	12
6	2	2	2	2	2	0	2	2	2	2	18
7	2	2	0	2	2	2	2	2	0	2	16
8	2	2	2	2	2	0	2	2	2	0	16
9	2	2	2	2	2	0	2	2	2	2	18
10	2	2	2	2	2	1	2	0	2	0	15
11	2	2	2	2	0	1	2	2	2	2	17
12	2	2	0	2	2	0	2	2	2	2	16
13	2	2	2	2	2	1	2	2	2	2	19
14	2	2	2	2	2	0	2	2	2	1	17
15	2	0	2	2	2	1	2	2	2	0	15
16	2	2	2	2	2	0	2	2	2	0	16
17	2	2	2	2	2	1	2	2	2	2	19

18	2	0	2	2	2	1	2	2	0	2	15
19	2	2	2	2	2	1	2	2	0	2	17
20	2	2	2	2	2	0	2	2	2	0	16
21	2	2	2	2	2	0	2	2	2	2	18
22	2	2	2	2	2	1	2	2	2	0	17
23	2	2	2	2	2	0	2	2	2	0	16
24	2	2	2	2	2	0	2	2	2	0	16
25	2	2	2	2	2	1	2	2	0	0	15
JUMLAH =											405

SLOGAN

SUBYEK	IKLAN										JUMLAH
	SEPATU KETS	ES KRIM	KACA MATA	HP	CELANA JEANS	MIN. KOPISUSU	JAM TANGAN	PAKAIAN PRIA	WALKMAN	MIN. RINGAN	
1	1	1	2	1	2	0	2	0	0	2	11
2	0	0	2	0	0	0	0	2	0	0	4
3	0	2	2	1	2	0	2	0	2	0	13
4	0	0	2	2	2	1	1	2	2	2	16
5	1	0	2	0	1	0	1	2	0	0	7
6	0	0	2	1	2	0	1	1	0	0	7
7	1	0	2	0	1	0	2	2	2	2	14
8	2	1	2	0	1	0	2	2	2	2	16
9	0	1	2	1	2	0	2	2	2	2	16
10	2	0	2	1	1	1	2	0	0	0	9
11	1	2	0	1	1	1	2	2	2	2	16
12	0	0	0	1	2	1	0	2	2	2	12
13	0	0	2	1	1	0	0	0	0	2	6

14	1	0	2	1	0	0	2	2	2	2	14
15	2	0	2	1	0	1	2	2	2	0	14
16	0	1	2	1	0	0	1	1	0	0	6
17	1	2	2	2	2	1	2	2	0	2	16
18	0	1	0	1	1	1	1	2	0	2	9
19	0	0	2	0	0	1	0	1	2	2	10
20	1	2	2	0	1	0	2	2	2	0	14
21	1	1	2	0	1	0	0	1	2	2	12
22	0	1	2	1	0	1	2	0	2	0	11
23	2	0	2	1	0	1	0	0	2	2	12
24	2	1	2	0	1	0	1	2	2	0	13
25	0	2	2	2	0	1	2	1	0	1	11
JUMLAH =											289

[illegible]

8	2	2	2	2	2	1	2	1	0	2	16
9	2	2	2	2	2	0	2	2	2	2	18
10	2	2	2	2	2	0	2	2	0	0	14
11	2	2	2	2	2	2	2	2	2	2	20
12	2	2	2	2	2	0	0	2	2	0	14
13	2	2	0	2	2	2	2	2	0	2	16
14	2	2	2	2	2	2	2	2	0	0	16
15	2	2	2	2	2	0	2	2	2	0	16
16	2	2	2	2	2	0	2	2	0	0	14
17	2	2	2	2	2	1	2	2	2	2	19
18	2	2	2	2	2	2	2	2	0	2	18
19	2	0	2	2	2	0	0	2	2	0	12
20	2	2	2	2	2	0	2	2	2	0	16
21	2	2	2	2	2	0	2	2	2	2	18
22	2	2	2	2	2	2	2	2	2	0	18
23	2	2	2	2	2	2	2	2	0	0	16
24	2	2	2	2	2	0	2	2	0	0	14
25	2	2	2	2	2	0	2	2	2	2	18
JUMLAH =											408

LAMPIRAN 7

HASIL ANALISA DATA

Hasil perhitungan uji beda kelompok iklan humor dan non humor

Ranks	Kelompok humor dan non humor	N	Mean Rank	Sum of Ranks
Merk produk total	Humor	25	36.26	906.5
	Non humor	25	14.74	368.5
	Total	50		
Merk produk sepatu kets	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Merk produk es krim	Humor	25	26.84	671
	Non humor	25	24.16	604
	Total	50		
Merk produkacamata	Humor	25	27	675
	Non humor	25	24	600
	Total	50		
Merk produk HP	Humor	25	26.5	662.5
	Non humor	25	24.5	612.5

	Total	50		
Merk produk celana jeans				
	Humor	25	26	650
	Non humor	25	25	625
	Total	50		
Merk produk minuman kopi susu	Humor	25	28	700
	Non humor	25	23	575
	Total	50		
Merk produk jam tangan	Humor	25	28	700
	Non humor	25	23	575
	Total	50		
Merk produk pakaian pria	Humor	25	30	750
	Non humor	25	21	525
	Total	50		
Merk produk walkman	Humor	25	31.5	787.5
	Non humor	25	19.5	487.5
	Total	50		
Merk produk minuman ringan	Humor	25	29.5	737.5
	Non humor	25	21.5	537.5
	Total	50		
Jenis produk total	Humor	25	30.78	769.5

	Non humor	25	20.22	505.5
	Total	50		
Jenis produk sepatu kets	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Jenis produk es krim	Humor	25	27.5	687.5
	Non humor	25	23.5	587.5
	Total	50		
Jenis produk kaca mata	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Jenis produk HP	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Jenis produk celana jeans	Humor	25	26	650
	Non humor	25	25	625
	Total	50		
Jenis produk minuman kopi susu	Humor	25	26.42	660.5
	Non humor	25	24.58	614.5
	Total	50		
Jenis produk jam tangan	Humor	25	26	650
	Non humor	25	25	625
	Total	50		
Jenis produk pakaian pria	Humor	25	26	650
	Non humor	25	25	625

	Total	50		
Jenis produk walkman	Humor	25	26.5	662.5
	Non humor	25	24.5	612.5
	Total	50		
Jenis produk minuman ringan	Humor	25	28.72	718
	Non humor	25	22.28	557
	Total	50		
Headline total				
	Humor	25	30.26	756.5
	Non humor	25	20.74	518.5
	Total	50		
Headline sepatu kets	Humor	25	29.7	742.5
	Non humor	25	21.3	532.5
	Total	50		
Headline es krim	Humor	25	33.26	831.5
	Non humor	25	17.74	443.5
	Total	50		
Headline kaca mata	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Headline HP	Humor	25	30.86	771.5
	Non humor	25	20.14	503.5
	Total	50		

Headline celana jeans	Humor	25	27.22	680.5
	Non humor	25	23.78	594.5
	Total	50		
Headline minuman kopi susu	Humor	25	26.66	666.5
	Non humor	25	24.34	608.5
	Total	50		
Headline jam tangan	Humor	25	29.98	749.5
	Non humor	25	21.02	525.5
	Total	50		
Headline pakaian pria	Humor	25	25.62	640.5
	Non humor	25	25.38	634.5
	Total	50		
Headline walkman	Humor	25	26.6	665
	Non humor	25	24.4	610
	Total	50		
Headline minuman ringan	Humor	25	27.64	691
	Non humor	25	23.36	584
	Total	50		
Ciri khas total				
	Humor	25	30.54	763.5
	Non humor	25	20.46	511.5
	Total	50		

Ciri khas sepatu kets	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Ciri khas es krim	Humor	25	24.08	602
	Non humor	25	26.92	673
	Total	50		
Ciri khasacamata	Humor	25	26.5	662.5
	Non humor	25	24.5	612.5
	Total	50		
Ciri khas HP	Humor	25	25.5	637.5
	Non humor	25	25.5	637.5
	Total	50		
Ciri khas celana jeans	Humor	25	26	650
	Non humor	25	25	625
	Total	50		
Ciri khas minuman kopi susu	Humor	25	26.88	672
	Non humor	25	24.12	603
	Total	50		
Ciri khas jam tangan	Humor	25	27	675
	Non humor	25	24	600
	Total	50		
Ciri khas pakaian pria	Humor	25	26	650
	Non humor	25	25	625
	Total	50		
Ciri khas walkman	Humor	25	30	750

	Non humor	25	21	525
	Total	50		
Ciri khas minuman ringan	Humor	25	28.26	706.5
	Non humor	25	22.74	568.5
	Total	50		
Keseluruhan (total)				
	Humor	25	34.38	859.5
	Non humor	25	16.62	415.5
sepatu kets	Total	50		
	Humor	25	29.7	742.5
	Non humor	25	21.3	532.5
es krim	Total	50		
	Humor	25	32.34	808.5
	Non humor	25	18.66	466.5
kaca mata	Total	50		
	Humor	25	26.48	662
	Non humor	25	24.52	613
HP	Total	50		
	Humor	25	31.22	780.5
	Non humor	25	19.78	494.5
Celana Jeans	Total	50		
	Humor	25	28.42	710.5

	Non humor	25	22.58	564.5
	Total	50		
Minuman Kopi Susu	Humor	25	27.88	697
	Non humor	25	23.12	578
	Total	50		
Jam Tangan	Humor	25	30.56	764
	Non humor	25	20.44	511
	Total	50		
pakaian pria	Humor	25	29.16	729
	Non humor	25	21.84	546
	Total	50		
Walkman	Humor	25	31.24	781
	Non humor	25	19.76	494
	Total	50		
Minuman Ringan	Humor	25	29.92	748
	Non humor	25	21.08	527
	Total	50		

Test Statistics	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Merk produk total	43.5	368.5	-5.282	0.000
Merk produk sepatu kets	312.5	637.5	0.000	1.000
Merk produk es krim	279	604	-0.846	0.398
Merk produkacamata	275	600	-1.769	0.077
Merk produk HP	287.5	612.5	-1.429	0.153
Merk produk celana jeans	300	625	-1.000	0.317
Merk produk minuman kopi susu	250	575	-1.405	0.160
Merk produk jam tangan	250	575	-2.333	0.020
Merk produk pakaian pria	200	525	-3.264	0.001
Merk produk walkman	162.5	487.5	-3.601	0.000
Merk produk minuman ringan	212.5	537.5	-2.256	0.024
Jenis produk total	180.5	505.5	-2.607	0.009
Jenis produk sepatu kets	312.5	637.5	0.000	1.000
Jenis produk es krim	262.5	587.5	-2.064	0.039
Jenis produkacamata	312.5	637.5	0.000	1.000
Jenis produk HP	312.5	637.5	0.000	1.000
Jenis produk celana jeans	300	625	-1.000	0.317
Jenis produk minuman kopi susu	289.5	614.5	-0.498	0.619
Jenis produk jam tangan	300	625	-1.000	0.317
Jenis produk pakaian pria	300	625	-1.000	0.317
Jenis produk walkman	287.5	612.5	-0.656	0.512

Jenis produk minuman ringan	232	557	-1.803	0.071
Headline total	193.5	518.5	-2.325	0.020
Headline sepatu kets	207.5	532.5	-2.191	0.028
Headline es krim	118.5	443.5	-4.139	0.000
Headlineacamata	312.5	637.5	0.000	1.000
Headline HP	178.5	503.5	-2.854	0.004
Headline celana jeans	269.5	594.5	-0.886	0.376
Headline minuman kopi susu	283.5	608.5	-0.638	0.524
Headline jam tangan	200.5	525.5	-2.643	0.008
Headline pakaian pria	309.5	634.5	-0.064	0.949
Headline walkman	285	610	-0.625	0.532
Headline minuman ringan	259	584	-1.188	0.235
Ciri khas total	186.5	511.5	-2.511	0.012
Ciri khas sepatu kets	312.5	637.5	0.000	1.000
Ciri khas es krim	277	602	-1.324	0.185
Ciri khasacamata	287.5	612.5	-1.429	0.153
Ciri khas HP	312.5	637.5	0.000	1.000
Ciri khas celana jeans	300	625	-1.000	0.317
Ciri khas minuman kopi susu	278	603	-0.741	0.459
Ciri khas jam tangan	275	600	-1.769	0.077
Ciri khas pakaian pria	300	625	-1.000	0.317
Ciri khas walkman	200	525	-2.873	0.004
Ciri khas minuman ringan	243.5	568.5	-1.472	0.141
Keseluruhan (total)	90.5	415.5	-4.318	0.000
sepatu kets	207.5	532.5	-2.191	0.028

es krim	141.5	466.5	-3.444	0.001
kaca mata	288	613	-0.620	0.536
HP	169.5	494.5	-3.014	0.003
Celana Jeans	239.5	564.5	-1.492	0.136
Minuman Kopi Susu	253	578	-1.181	0.237
Jam Tangan	186	511	-2.924	0.003
pakaian pria	221	546	-1.888	0.059
Walkman	169	494	-2.928	0.003
Minuman Ringan	202	527	-2.182	0.029

LAMPIRAN 8

DATA IDENTITAS

DATA IDENTITAS KELOMPOK A (HUMOR)

NO	Jenis Kelamin	USIA
1	Perempuan	19 Thn
2	Laki -Laki	21 Thn
3	Perempuan	19 Thn
4	Perempuan	19 Thn
5	Perempuan	20 Thn
6	Perempuan	20 Thn
7	Perempuan	20 Thn
8	Laki -Laki	20 Thn
9	Laki -Laki	22 Thn
10	Laki -Laki	20 Thn
11	Perempuan	19 Thn
12	Perempuan	21 Thn
13	Laki -Laki	20 Thn
14	Perempuan	20 Thn
15	Perempuan	20 Thn
16	Perempuan	21 Thn
17	Perempuan	22 Thn

18	Perempuan	19 Thn
19	Laki -Laki	19 Thn
20	Perempuan	21 Thn
21	Laki -Laki	19 Thn
22	Perempuan	22 Thn
23	Perempuan	22 Thn
24	Laki -Laki	20 Thn
25	Perempuan	21 Thn

DATA IDENTITAS KELOMPOK A (HUMOR)

NO	Jenis Kelamin	USIA
1	Perempuan	20 Thn
2	Perempuan	20 Thn
3	Perempuan	19 Thn
4	Perempuan	19 Thn
5	Perempuan	21 Thn
6	Perempuan	22 Thn
7	Perempuan	20 Thn
8	Laki -Laki	21 Thn
9	Perempuan	19 Thn
10	Perempuan	20 Thn
11	Perempuan	22 Thn
12	Laki -Laki	19 Thn
13	Laki -Laki	22 Thn
14	Perempuan	22 Thn
15	Perempuan	20 Thn
16	Laki -Laki	20 Thn
17	Laki -Laki	20 Thn

18	Laki -Laki	21 Thn
19	Laki -Laki	21 Thn
20	Perempuan	21 Thn
21	Perempuan	20 Thn
22	Perempuan	22 Thn
23	Perempuan	19 Thn
24	Laki -Laki	19 Thn
25	Laki -Laki	21 Thn