

Get in game pengaruh kesesuaian produk dan kedekatan penempatannya terhadap proses pemain game pada merek yang terdapat dalam advergaming = Get in the game the effects of game product congruity and product placement proximity on game players processing of brands embedded in advergaming / Haliman Fajar

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Abstrak

[Perkembangan ilmu pengetahuan dan teknologi menyebabkan percepatan perkembangan strategi marketing, terutama advertising dengan berbagai pilihan media yang tersedia. Namun sayangnya media yang ada tidak akan memberikan kesuksesan advertising apabila advertiser tidak mampu memahami media mana yang tepat. Masalah tidak selesai sampai disaat pemilihan media saja, namun bagaimana merancang konten iklannya dan bagaimana menempatkan brand atau produk didalamnya merupakan hal penentu kesuksesan berikutnya. Oleh sebab itu peneliti melakukan penelitian terhadap sebuah media advertising baru yang digadang-gadangkan sebagai solusi masalah efektifitas advertising, dan dipandang sebagai media modern, media tersebut adalah advergaming, yaitu sebuah metode baru dalam dunia advertising yang merancang konten iklan dan konten game menjadi satu kesatuan, sehingga menjadi interaktif dan tidak membosankan. Dalam penelitian ini, peneliti menggunakan perbandingan tingkat congruity dan tingkat proximity (placement), sedangkan yang menjadi standar ukur untuk menentukan efektifitas advertising yang digunakan dalam penelitian ini adalah explicit memory, implicit memory, attitude toward the brand, intention to play dan game enjoyment. Alat ukur dalam pengujian ini adalah ANOVA two ways (Univariate), yang mampu membandingkan secara rata-rata pilihan partisipan, sehingga bisa dianalisa kategori mana yang lebih baik dalam sebuah advergaming.;Development of science and technology has accelerated and improved the strategy of marketing, primarily advertising in a particular media. Nevertheless, it would not be successful if the advertiser is not able to comprehensively understand which media that fits the goal at most. Moreover, the concept of advertisement content and brand placement are also important to concern to succeed the strategy. Thus the research tries to observe and analyze a new advertising media considered as solution of the advertising effectiveness issue as well as modern media. The media is advergaming which is a brand new method and step in advertising that constructs the combination of advertisement content and game content in order to make it more interactive and attractive. The research employs congruity and proximity (placement) levels, while the measurement standards of advertising effectiveness are explicit memory, implicit memory, attitude toward the brand, intention to play, and game enjoyment. The estimation tool is Two-Ways ANOVA (Univariate) which is able to compare the mean of participants' choices so that it can be categorized preferable category of an advergaming.;Development of science and technology has accelerated and improved the strategy of marketing, primarily advertising in a particular media. Nevertheless, it would not be successful if the advertiser is not able to comprehensively understand which media that fits the goal at most. Moreover, the concept of advertisement content and brand placement are also important to concern to succeed the strategy. Thus the research tries to observe and analyze a new advertising media considered as solution of the advertising effectiveness issue as well as modern media. The media is advergaming which is a brand new

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