

Usia dan Daya Tarik Model yang Dipersepsikan pada Iklan Rokok di Yogyakarta

Wisnalmawati dan Sri Isworo Ediningsih
Universitas Pembangunan Nasional "Veteran" Yogyakarta

Perceived Age and Attractiveness of Model in Cigarette Advertisements in Yogyakarta

ABSTRACT *The study investigated different perception of average age group of consumer about advertisement message of five cigarette brands, correlation between perceived age of model and advertisement targeting on magazine and youth generation, and attractiveness differences of average age group of model in cigarette advertisements. Using purposive sampling technique, 100 respondents of the study were selected among new students, students and employees of Faculty of Economic UPN "Veteran" Yogyakarta who had ever seen cigarette advertisements and had ever consumed the cigarettes of Djarum Super, Marlboro, Mezzo, Gudang Garam Merah and Star Mild. Data was collected with questionnaire and analyzed using Anova, Chi Square And Mann Whitney Test. The result showed that there was not different perception of average age group of consumer about advertisement message of four cigarette brands (Marlboro, Mezzo, Gudang Garam Merah and Star Mild) and there was differences in Djarum Super. There was no differences of image message of advertisement contents of the cigarette based on group of consumer age in Marlboro and Mezzo, and there was differences in Djarum Super, Gudang Garam Merah, and Star Mild. There was no correlation between perceived age of model and advertisement targeting on magazine and youth generation. There was no attractiveness differences of average age group of model in cigarette advertisements.*

Keywords: *age, message, targeting, advertising attractiveness.*

Sebagai salah satu aktivitas bisnis, periklanan juga layak mendapat perhatian tersendiri. Baik produsen, konsumen maupun pemerintah, tetap punya kepentingan yang mesti dijaga agar tidak berbenturan dan merugikan salah satu pihak.

Dalam penayangan iklan, usia model perlu diperhatikan karena ada beberapa produk yang iklannya harus diatur seperti iklan rokok dalam etikanya tidak boleh menampilkan bintang iklan dari kalangan usia muda, atau kelihatan muda menurut persepsi konsumen. Sementara pada iklan obat bagi orang dewasa, bintang anak-anak tidak boleh ditampilkan. Dewasa ini banyak iklan yang lupa dengan kode etik.

Berdasarkan penelitian Mazis, Ringold, Perry, & Denman (1992) dari 561 responden menilai bahwa usia dan daya tarik model pada 50 iklan rokok, 17 persen model dipersepsikan berusia kurang dari 25 tahun, sebuah pelanggaran nyata dari kode etik periklanan industri rokok. Iklan rokok dengan bintang muda ditemukan sering muncul pada majalah dengan