

RINGKASAN

Penelitian ini merupakan survey pada orang dengan etnis ngapak yang ada di wilayah eks Barlingmascakeb (Banjarnegara, Purbalingga, Banyumas, Cilacap, dan Kebumen). Penelitian ini mengambil judul “Peran Mediasi Perceived Similarity dan Self-Reference pada Pengaruh antara Identifikasi Etnis pada Sikap Terhadap Iklan”.

Populasi dalam penelitian ini adalah orang ngapak yang pernah melihat iklan brand “Kaos Ngapak” yang berisikan tulisan-tulisan mengandung kata-kata ngapak. Sampel yang digunakan dalam penelitian ini sebanyak 232 responden yang diambil berdasarkan metode *non-probability sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* AMOS menunjukan bahwa : (1) Identifikasi etnis berpengaruh positif dan signifikan terhadap sikap terhadap iklan. (2) Identifikasi etnis berpengaruh positif terhadap *perceived similarity*. (3) Identifikasi etnis berpengaruh positif terhadap *self-reference*. (4) *Perceived similarity* berpengaruh positif terhadap sikap terhadap iklan. (5) *Self-reference* berpengaruh positif terhadap sikap terhadap iklan. (6) *Perceived similarity* dapat memediasi identifikasi etnis dengan sikap terhadap iklan. (7) *Self-reference* dapat memediasi hubungan antara identifikasi etnis terhadap sikap terhadap iklan.

Kata kunci : Identifikasi etnis, Sikap terhadap Iklan, Self-reference, Perceived Similarity

SUMMARY

This research is a survey of people with the Ngapak ethnicity in the former Barlingmascaleb area (Banjarnegara, Purbalingga, Banyumas, Cilacap, dan Kebumen). This study takes the title “The Mediation Role of Perceived Similairty and Self-reference on the Influence of Ethnic Identification on Attitude toward Advertising.

The population in this study are people who have seen an advertisement for the brand “Kaos Ngapak” which contains writings containing the word ngapak. The sample used in this study was 232 respondents who were taken based on the non-probability sampling method.

Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software shows that : (1) Ethnic identification has a positive and significant effect in attitudes towards advertising. (2) Ethnic Identification has a positive effect on perceived similarity. (3) Ethnic Identification has a positive effect on attitude toward advertising. (4) Perceived similarity has positive effect on attitude toward advertising. (5) Self-reference has a positive effecet on attitudes toward advertising. (6) Perceived similarity can mediate ethnic identification with attitudes toward advertising. (7) Self-reference can mediate the relationship between ethnic identification and attitude toward advertising.

Keyword : Ethnic Identification, Attitude toward Advertising, Self-reference, Perceived Similarity