

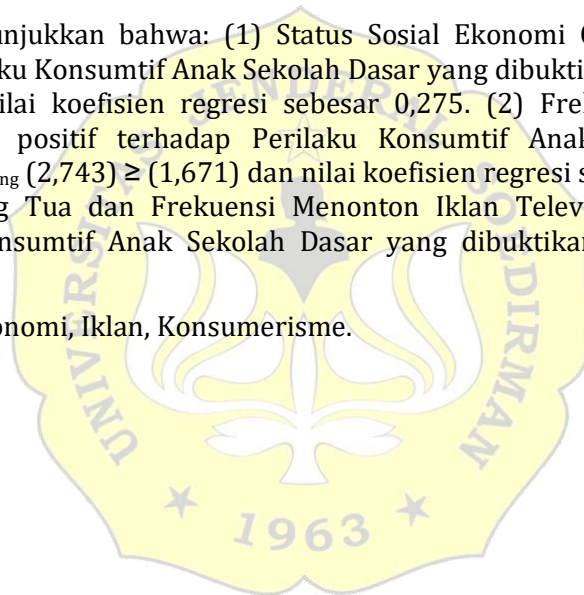
ABSTRAK

Status sosial ekonomi adalah pengelompokan orang-orang berdasarkan kesamaan karakteristik pekerjaan, pendidikan dan ekonomi. Iklan merupakan salah satu cara yang cukup ampuh untuk mempengaruhi konsumen terhadap suatu produk. Siswa sekolah dasar merupakan anak-anak yang lebih mudah terpengaruh perilaku konsumtif karena masih mempunyai kemampuan kognitif yang kurang dibandingkan remaja atau orang dewasa.

Penelitian ini bertujuan untuk mengetahui pengaruh status sosial ekonomi orang tua dan frekuensi menonton iklan televisi terhadap perilaku konsumtif anak sekolah dasar. Penelitian ini menggunakan metode analisis eksplanatif dengan pendekatan kuantitatif. Sampel pada penelitian ini sebanyak 62 Siswa Sekolah Dasar Negeri 2 Banteran dengan teknik pengambilan sampel menggunakan *Proportionate Random Sampling*. Metode analisis data dengan metode Uji Persyaratan Analisis, Uji Korelasi *Rank Spearman*, serta Analisis Kuantitatif.

Hasil penelitian menunjukkan bahwa: (1) Status Sosial Ekonomi Orang tua berpengaruh positif terhadap Perilaku Konsumtif Anak Sekolah Dasar yang dibuktikan dengan $t_{hitung} (5,859) \geq t_{tabel} (1,671)$ dan nilai koefisien regresi sebesar 0,275. (2) Frekuensi Menonton Iklan Televisi berpengaruh positif terhadap Perilaku Konsumtif Anak Sekolah Dasar yang dibuktikan dengan $t_{hitung} (2,743) \geq (1,671)$ dan nilai koefisien regresi sebesar 0,398. (3) Status Sosial Ekonomi Orang Tua dan Frekuensi Menonton Iklan Televisi berpengaruh positif terhadap Perilaku Konsumtif Anak Sekolah Dasar yang dibuktikan dari perolehan $F_{hitung} (43,857) \geq F_{tabel} (3,15)$.

Kata Kunci: Sosial Ekonomi, Iklan, Konsumerisme.



ABSTRACT

Socioeconomic status is a grouping of people based on similarity in occupational, educational, and economic characteristics. Advertising is a powerful enough way to influence consumers towards a product. Elementary school students are children more easily affected by consumptive behavior because they still have less cognitive abilities than teenagers or adults.

This study aims to determine the effect of parents' socioeconomic status and the frequency of watching television advertisements on the consumptive behavior of elementary school children. This research uses an explanatory analysis method with a quantitative approach. The sample in this study was 62 Banteran 2 Public Elementary School students with a sampling technique using Proportionate Random Sampling. Data analysis methods include Analysis Requirements Test, Spearman Rank Correlation Test, and Quantitative Analysis.

The results show that: (1) Parents' Socioeconomic Status has a positive effect on the Consumptive Behavior of Elementary School Children as evidenced by count (5.859) \geq ttable (1.671), and the regression coefficient value is 0.275. (2) The frequency of watching television advertisements has a positive effect on the consumptive behavior of elementary school children, as evidenced by tcount (2.743) \geq (1.671) and a regression coefficient of 0.398. (3) Socioeconomic Status of Parents and Frequency of Watching Television Ads have a positive effect on the Consumptive Behavior of Elementary School Children as evidenced by the acquisition of Fcount (43.857) \geq Ftable (3.15).

Keywords: Socio-Economy, Advertising, Consumerism.

