ABSTRACT

Dhanis Rahmida Winistuti. THE EFFECTIVENESS OF HONEY MADOE’S MARKETING COMMUNICATION AT IPB DRAMAGA’S NEIGHBORHOOD. Supervised by Yatri Indah Kusumastuti

The effectiveness of HONEY Madoe’s marketing communication at IPB Dramaga’s neighborhood take the respondent with an accidental sampling. The amount of respondent in this research is sixty one person that can represent consumers at IPB Dramaga’s neighborhood. This research use rank-spearman analysis to check relationship between x-variable (frequency of marketing communication) and y-variable (cognitive, affective, and conative). Analysis with rank spearman method prove that significant relationship only appear between frequency of marketing communication and cognitive. Analysis with linear regression x-variable and y-variable prove that frequency of marketing communication and cognitive have significant influence. We can conclude that effectiveness of marketing communication at IPB Dramaga’s neighborhood is low categorized because only one from three aspect has influence.

Keywords: effectiveness of marketing communication, aspect cognitive, aspect affective, and aspect conative