



The Role of Mood and Repetition Advertising in Advertising Recall Humor

Dra.Tjutju Fatimah M.Si

Faculty of Economics, State University of Jakarta,

Email: kampus_fe@yahoo.co.id

Abstract

This study aims to gain knowledge based on data / facts are valid, reliable and credible about the role of mood in advertising repetition and given that there is humor ads, so consumers have the desire to buy. In addition, to determine the contribution of a given aan increasing knowledge about the role of mood and how repetition can be remembered in and that use humor. This research was conducted that is Faculty of Economics, State University of Jakarta, while the study began in August until September 2011.

The study population was a student at the Faculty of Economics, State University of Jakarta. Techniques used in sampling is proportional random sampling technique, gained 60 students. The method used in this study is the method survey research to form a descriptive correlational approach using a questionnaire instrument Mood (Variable Xj), Advertising repetition (variable X2) and Given Advertising Humor (Variable Y). Equation regression models between variables mood by remembering advertising humor produces a form of regression equation $Y = 9.30 + 0.79 X$, price correlation coefficient $ry_1 = .560$, and test analysis "t" is obtained for the amount of 5,154 t. Regression equation between variables repetition advertising namely with advertising recall humor is $Y = 14.32 + 0.60 X_2$, ry_2 price correlation coefficient of 0.540, and analysis test "t hitung obtained magnitude of 4.888. Thus, the relationship between mood variables (variables Xj) and repetition Advertising (variable X2) with given Advertising humor (variable Y) describe by the regression equation, namely $Y = 2.93 + 0.42 + 0.58 X_2$ XI, scale coefficient correlation R of 0.656, analysis of test results "F" scale obtained at 21.54, in consultation with the amount Ftabel (o.ol) obtained magnitude of 7.12, clan R212 determination coefficient of 0.43, that approximately 43 percent of the variation in changes in the desire to buy a specified / described by the mood and repetition advertising collectively together with the pattern of functional relationships as indicated by the regression equation above

Key words : Mood, Repetition, Humor.

INTRODUCTION

A. Background Issues

Advertising in Indonesia has entered the era of free competition , each product began vying to advertise goods and services through the media , whether it be through the media above the line and below the line , they are still included in the types of print media .



Creative advertising produces lasting impact relative to the consumer . Based on this perspective on creativity , this means developing ads that emphatically , the engaging and easy to remember , simple and memorable .

Ads using humor approach is one effective strategy to campaign for a particular product . This technique tries to attract the attention of the target audience by showing something funny and make smile or laugh .

Evidence suggests that humor can attract audience attention , increase memorability and raise ad messages that persuade . The use of humor that is relevant to the product , will be able to reduce the negative effects that will arise and be able to make a more positive consumer evaluations .

B. Problem Formulation

- a. How does the role of mood in influencing the desire to buy ?
- b. How does the role of advertising in influencing repetition desire to buy?
- c. How does the role of mood and repetition of ads in ad recall humor that affect willingness to buy ?

C. Research Objectives

To determine the role of mood and repetition of ads in ad recall no humor , so consumers have the desire to buy .

D. Contribution of Research Results

- d. Can add insights on the use of humor in advertising
- e. Increase knowledge of the role of mood and how repetition can be remembered in ads that use humor .

LITERATURE REVIEW

A. Advertising

Advertising is one particular form of communication to meet the marketing function . Advertising should be able to direct consumers to buy the advertised product . In short , advertising must be able to influence the selection and decision purchaser (Jefkins , 1996:15) .

Klepper Liliweri Alo quoted saying that : advertising or advertising comes from the Latin ad- vere meaning mengiperkan thoughts and ideas of the other party (Liliweri , 1992: 17) , while the ad suggests Purwantari is a tool of goods and services to be sold through the mass media (Purwantari 1998: 4) .



Seen from the side of psychology , Rotzoll (1986) revealed that the psychological impact of advertising can be in the review of aspects of the advertising function of a certain psychological impact , and aspects of the flow of information in the ads that consumers receive .

Advertising is an entity or a system consisting of interlocking elements that ad elements include:

- f. To inform (notify)
- g. Explain some things that are known by advertisers to those perceived need (audience)
- h. Non- Personal (General)
- i. Nature of these elements is not between individuals through the media as a channel message
- j. The Mass Media
- k. Nonpersonal nature then of course use other media , namely the mass media either print media or electronic media in accordance with the time and space usage utilizing
- l. Persuasive
- m. Ads whose content is persuasive communication advocating , persuading , inducing
- n. Sponsor
- o. Parties bear the payment of space and time through the mass media for the purposes of its products .
- p. Goal
- q. Purpose of advertising is individualized through postal correspondence , and other groups , the mass media target audience .

In the ad creation , to produce good advertising is important to use a formula known as AIDCA , which consists of : (Kasali , 1995 :83 - 86)

- r. Attention (Attention)
It must appeal to the target audience . For that ads need assistance , among others, the size (size of print media and air time for broadcast media) , the use of color (spot or full color) , layout , font types are displayed , as well as special sound for radio and television advertising .
- s. Interest (Interests)



The use of words or phrases can opener should stimulate people to know more .

t. Desire (Desire)

Audiences need or desire to buy , wear , or do something should be raised .

u. Conviction (Confidence)

To instill confidence in prospective buyers , an ad can be supported by a variety of activities such as demonstration or proof testimonials about products or services offered .

v. Action (Action)

Last resort is to persuade prospective buyers to take action as soon as possible purchase or a part of it .

In general , all forms of ad serving has tujaun the same , namely :

w. a. Want to attract buyers

x. b . Maintaining the attention of prospective buyers

y. c . Utilizing the attention that has been embedded to drive buyer behavior

An advertisement has some elements for an ad script structure , these elements are then applied by a creative team in creating an advertisement . According Jefkins (1996:233) , elements of the ad copy is the headline , subtitle , text , price , name , and signature slogan coupons .

B. Humor in Advertising

Advertising is part of marketing a product . Martadi marketing perspective (2001:142) , the point is how to create a market segment . Advertising besides marketing activities also form a communication activity .

Advertising is basically the product of mass cultures , culture products of industrial society characterized by mass production and consumption . That is, the mass is seen not more as consumers . Then the relationship between producers and consumers are mere commercial relationship . In short , there is no function other than to manipulate consciousness relationships , tastes , and consumer behavior (Tinarbuko , , 1995:1) . Thereby , to stimulate the process of buying and selling or advertising that created mass consumption .

Thereby , a text or a work of humor is usually more emphasis on the diversion or play on a text or reference work is usually serious (Tinarbuko ,2006:90) Humor is a



visual language that is often used to produce the visual effects . Epithet in his book A Theory of Parody , Linda Hutcheon (1985:114) defines humor as a form of artificial or imitation (visual) which contains the elements of irony .

Results of in-depth research of the effect of humor produced some tentative conclusions :

- z. 1 . Humour is an effective method to attract attention to the ad .
- aa. 2 . Humour adds to the pleasure (liking) in the ad and the advertised brand .
- bb. 3 . Humour does not impair comprehension (komprehension) about the product .
- cc. 4 . Humour does not offer a benefit that is more than just persuasion .
- dd. 5 . Humour does not add to the credibility of the source .
- ee. 6 . Nature of the product affects the use of humor .

Distribution of media in the advertising world there are two , among which: (Kasali , 1992:23)

a. Media Line Up or Above The Line

Media line above is the main medium of advertising which consists of a fixed media (newspapers and magazines) , electronic media (TV and radio) , outdoor advertising / outdoor (billboards and neon sign) , and the internet .

b . Bottom Media Line or Below The Line

Bottom line is the media supporter of the line media consisting of media such as direct mail , exhibitions , posters , organizer , keepsakes and so on .

Below the line advertising media was also used as an alternative to advertising because :

- ff. a. effectiveness time and speed of delivery of information to the target audience .
- gg. b . Strengthening relatively responsive image in the minds of consumers .
- hh. c . issued financial value is more economical .
- ii. d . Reciprocity and the audience reaction to the promotion activities through media under promising lines
- jj. e . grace period under the line utilization is very flexible . (Agustrijanto , 2002: 131)



In a creative process starts from the formulation of an ad message communication and determine the main elements that will serve as a guideline in the process of creative work . According to Gilson and Berkman , a creative strategy formulation process consists of three stages , namely : (Kasali , 1992:81-82

a. stage first

kk. Collect data and prepare appropriate marketing information so that creative people can immediately find creative strategies .

b . Stages second

ll. At this stage ideas , which is the heart of the whole creative process of strategy formulation , conceived and developed . Usually to obtain optimal results , a discussion was involved in a very carefully among creative people .

c . third stage

mm. Doing a presentation to the client for approval before the draft advertisement produced and published through the media that has been established . Advertising creative craftsmanship includes implementation and development of the concept or idea that can be expressed in the form of the basic strategies of effective communication .

An advertisement has some elements for an ad script structure , these elements are then applied by a creative team in creating an advertisement . According Jefkins (1997:233) , elements of the ad copy is the headline , subtitle , text , price , name , and signature slogan coupons .

Humor can serve to : Sujoko (1982 : 20)

nn. 1 . Implement all desires and all-purpose idea or message .

oo. 2 . Sensitize people that he is not always right .

pp. 3 . Teaching people see things from different angles .

qq. 4 . Entertain .

rr. 5 . Launching mind .

ss. 6 . Creating tolerate those things.

tt. 7 . Makes people understand complicated matter .



There are several techniques of humor according to Shimp (2003 : 371) as a support in the creative advertising strategy that humorous ads more understandable to the audience :

1 . Idea / theme of the story

The initial concept that gave birth to the script of the ad or scenario .

2 . Artist / talent

Someone that the lead role or supporting role story based on the script .

3 . Jingle / backsound

Music and songs or background conversation scenes played by the main character or a supporting actor .

4 . Costume

Clothing worn main role or a supporting role . If you want to show the impression of humor in advertising it must instill humor in the supporting techniques .

C. Mood and Repetition Ad

Moods is a picture similar to the emotion of affection , but the difference was not directed at the target so often experienced by way longer. Emotions , on the other hand , is of a shorter duration and is largely dependent on the onset and offset of certain events .

A person with a positive mood will easily recall of advertising messages on people with negative mood . Lee and Sternthal (1999) states that positive mood will improve relational elaboration and further increase brand recall .

Djamasbi , and Strong (2008) , also found that positive mood will improve their recepti IT and more willing to use IT in their work . Martin , Nguyen and Wi (2002) showed that ad repetition may produce greater recall although not with recognition .

Based on such matters , the authors assume that if , ad repetition humor different versions , then the recall will be better in individuals with a negative mood . Research on advertising repetition in relation to the field of marketing is still an interesting topic to study. Tsai , Chang , Chen (2005) examined the relationship repetition ad with economic return . The results show that ad repetition affect consumers' perceptions of product quality through attitudes toward advertising .

D. Hypothesis

The hypothesis proposed

1 . The first hypothesis



uu. **Ho: $\rho_{y1} = 0$: There is no effect of variable X1 to Y**

vv. **Ho: $\rho_{y1} > 0$: There is a positive effect of the variable X1 to Y**

2 . Hypothetical second

ww. **Ho: $\rho_{y2} = 0$: There is no effect of X2 on Y**

xx. **Ho: $\rho_{y2} > 0$: there is a positive effect of X2 on Y**

3 . Third hypothesis

yy. **Ho: $\rho_{y1.2} = 0$: There is no effect of variables X1 and X2 together to Y**

zz. **Ho: $\rho_{y1.2} > 0$: There is a positive effect of the variables X1 and X2 together to Y**

RESEARCH METHODOLOGY

A. Place and Time Research

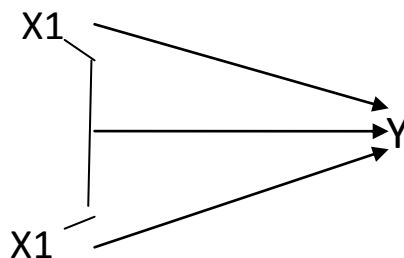
This study will be conducted at the Faculty of Economics , State University of Jakarta , while the study began in August until September 2011.

B. Research Methods

The research method used was a survey , Ary , Yacobs and Razavich (1999 : 382) states that the survey method is designed to obtain information about the status of symptoms at the time the study was conducted in order to delineate the variables or conditions or conditions of what is in a situation .

Based on the shape of the problem , this study includes a descriptive correlational study . The design of the relationship between independent variables and the dependent variable can be depicted as in Figure 1 below

Figure 1.Kontelasi Relationship between Variables with Dependent Variable



C. Population and Sampling Techniques

The population in this study was a student at the Faculty of Economics , State University of Jakarta , while the population taken as many as 60 students were selected by simple random technique .



D. Data Analysis Techniques

The data obtained from the study has been analyzed using descriptive statistics and inferential statistical analysis. Descriptive statistical analysis is used to determine the price of a maximum score, minimum score, range (range), mean, median, mode, standard deviation, and variance of each variable.

E. Hypothesis Statistics

- a. $H_0 : \rho_{y.1} = 0$ (There is no relationship between the Mood with a desire to buy)
- b. $H_1 : \rho_{y.1} > 0$ (There is a positive relationship between the Mood with a desire to buy)
- c. $H_0 : \rho_{y.2} = 0$ (There is no relationship between ad repetition with the desire to buy)
- d. $H_1 : \rho_{y.2} > 0$ (There is a positive relationship between ad repetition with the desire to buy)
- e. $H_0 : \rho_{y1.2} = 0$ (There is no relationship between mood and Repetition ads together with the desire to buy)
- f. $H_1 : \rho_{y1.2} > 0$ (There is a positive relationship between mood and Repetition ads together with the desire to buy)

DESCRIPTION :

H_0 : the null hypothesis (there is no relationship)

H_1 : alternative hypothesis (there is a positive relationship)

$\rho_{y.1}$: regression coefficient of X1 with Y

$\rho_{y.2}$: regression coefficient of X2 with Y

$\rho_{y1.2}$: regression coefficient of X1 and X2 together with Y

RESULTS

A. Description of Data

Based on the number of variables and refer to the research problem, the description of the data can be grouped into three parts, namely: (1) mood, (2) ad repetition, and (3) considering the ad humor. Brief description of the calculation of descriptive statistics will be presented below:

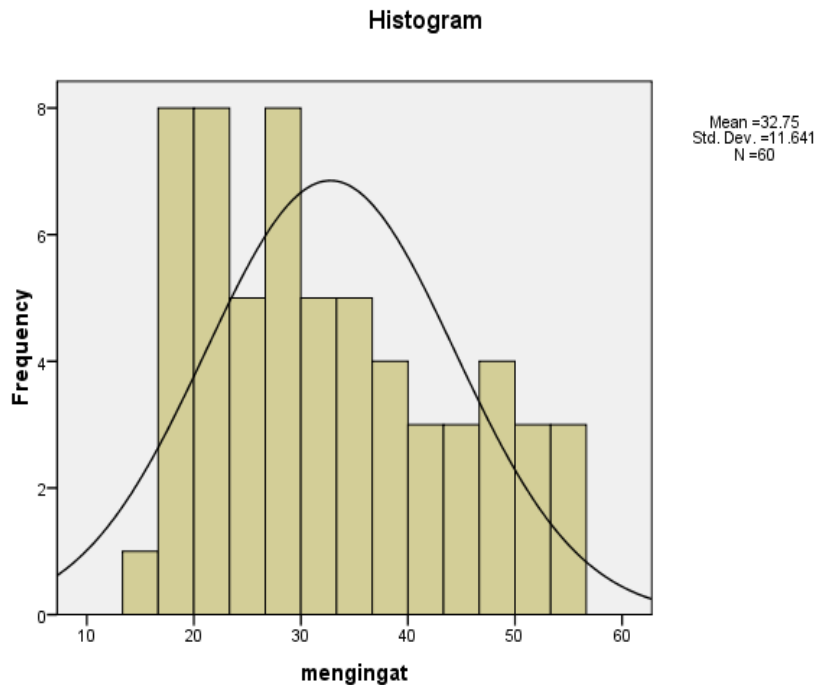
1 . Given Ads Humor



The results showed that the range of scores given variable humorous ads were between 14 to 42 of the theoretical score of 10 to 50 , the average score was 32.75 , standard deviation or standard deviation of 11.64 , a median of 30.50 mode at 32 . Complete results of the calculations can be seen in the following table .

Furthermore histogram variables can be shown in

Figure 1 . Following .

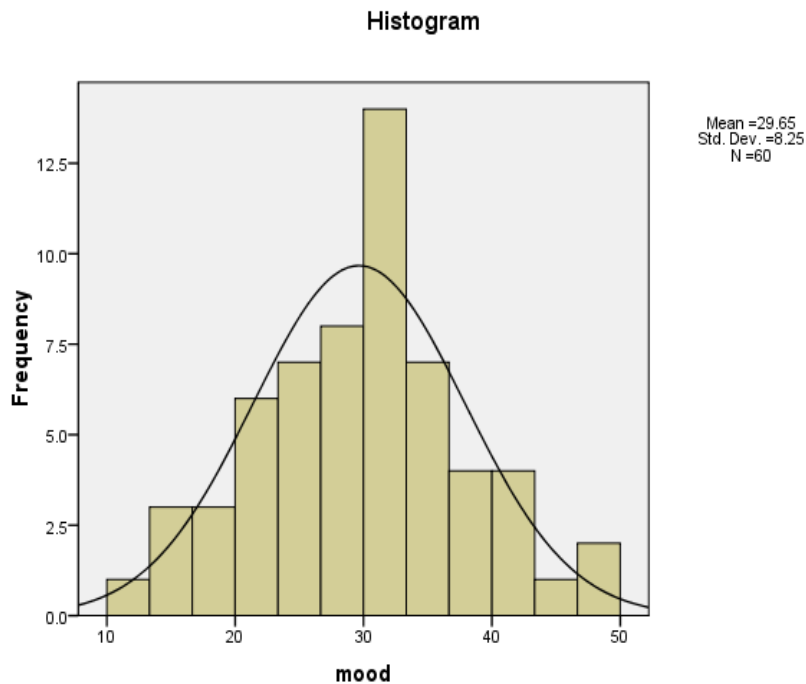


2 . Mood

The expected theoretical score obtained from the respondents of the mood variable is located on the stretch of scores between 10 to 50 . It turns out the results of the research indicate that mood only be between 12 to 48 , the average score was 29.65 standard deviation or standard deviation of 8.25 , a median of 30 , mode of 32 . Complete results of the calculations can be seen in the following table .



Graph 2 . Frequency histogram mood



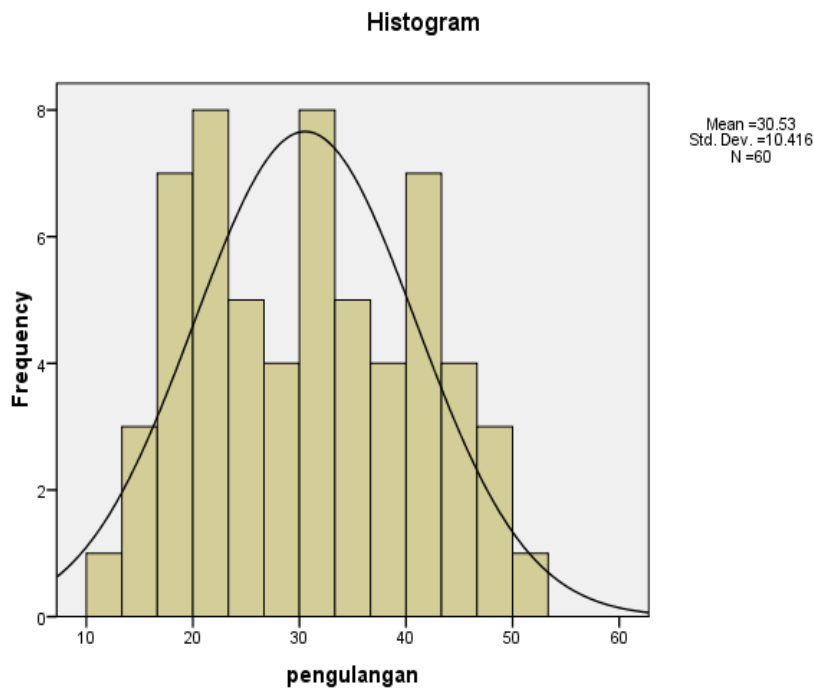
3 . Repetition Ad

Scores obtained from the expected theoretical study for variable repetition ad is located in the range of scores between 12 to 60 . It turns out the results of the study showed that only ad repetition scores were between 12 and 51 , the average score was 30.53 , standard deviation or standard deviation of 10.42 , a median of 32 mode of 20 . Complete results of the calculations can be seen in the following table .

- a. Multiple modes exist . The smallest value is shown



Graph 3 . Repetition Frequency histogram Ad



B. Hypothesis Testing

In this study three hypotheses have been proposed , which will be tested using inferential statistics through regression analysis and correlation techniques . The first and second hypothesis was tested by regression and correlation analysis technique is simple , while the third hypothesis was tested using multiple regression analysis and correlation . Each of these tests are detailed below :

1 . Role of Mood in Advertising Given Humor

The first hypothesis proposed is " There is a positive role of mood in advertising recall humor " . In other words , the better a person's mood , the higher the power of advertising recall humor , and conversely the less good mood considering the lower the power of advertising humor .

Statistically , the above hypothesis can be formulated as follows :

$$H_0 : \rho_{y1} = 0$$

$$H_1 : \rho_{y1} > 0$$

Based on the results of a simple linear regression analysis between data pairs mood (variable X1) with ad recall humor (variable Y) , note that the value of the



regression coefficient b obtained at 0.79 and a constant value of 9.30 . Thus the regression equation between the variables given the mood with humor ad is $y = 9.30 + 0.79 X_1$.

Tabel 4. Analisis Varians (ANOVA) Untuk Uji Signifikansi dan Lineritas Regresi

$$\hat{Y} = 9,30 + 0,79X_1$$

Sumber Varians	dk	JK	RJK	F_h	F_t	
					0,05	0,01
Total (T)	60	155990,500				
Regresi (a)	1	7995,250				
Regresi (b/a)	1	2511,521	2511,520	26,564**	4,00	7,08
Sisa	58	5483,729	94,547			
Tuna Cocok	27	2442,763	90,473	0,992 ^{ns}	1,89	2,47
Galat (G)	31	3040,967	98,096			

** : Highly significant regression (F count > F table)

ns : linear regression form (F value < F table)

df : degrees of freedom

JK : sum of squares

RJK : the average number of squares

Based on the above table , it can be seen that the regression equation $\hat{Y} = 9,30 + 0,79X_1$. can be used to explain and take further conclusions regarding the relationship between mood with humor ad recall . Regression equation between pairs of data given the mood with humor advertising is linear , because the F value obtained is smaller than F – table ($0.92 < 1,89$) . From simple regression equation between pairs of data given the mood with humor ad turns hubungannya form can be described as in Figure 4 . Following .

Figure 4 . Simple Linear Regression $\hat{Y} = 9,30 + 0,79X_1$.

Based on the above chart , it means that any change in the mood level will be given the ad resulted in a change of 0.79 in the constant humor 9.30 .



Simple calculation of the pair correlation mood variable data (X_1) with variable given ad humor (Y) , produce prices r_{y1} correlation coefficient of 0.560 . This figure suggests that the role of mood in advertising since humor is positive .

To determine whether the correlation coefficients obtained r_{y1} significant or not , was examined by using analysis of test " t " . Results of test analyst " t " t - scale obtained by 5,154 . If this amount with the amount t_{table} consulted - (0.01) in the amount of 2.39 is obtained which indicates that the correlation coefficient between mood (variable X_1) with ad recall humor (variable Y) is very significant .

Summary results of simple correlation analysis with variable Y variables X_1 and t tests of significance can be seen in the following table .

Table 5 . Summary of Results Simple Correlation Analysis Between

Given the mood with humor and Ads t Significance Test $A < 0.01$ highly significant correlation ($r_{hitung} > r_{table}$)

The results of the analysis simple relationship means that there are positive role of mood in advertising recall humor . It can be concluded that the better a person's mood , the higher the power of humor ad recall . The findings in this study while rejecting H_0 stating " there is no positive role of mood in advertising recall of humor and accept H_1 which stated that there is a positive role of mood in advertising recall humor .

Strength of the relationship between mood (variable X_1) with ad recall humor (variable Y) can be known from the calculation of the coefficient of determination . Magnitude of the coefficient of determination is 0.31 . This scale gives the sense that the 31 % variation humor ad recall can be explained by variations in mood .

2 . Role of Ad Repetition in Advertisement Given Humor

The second hypothesis proposed is " there are positive role of advertising in a given ad repetition of humor " . In other words, the higher the repetition of the ad, the higher the power of advertising recall humor , and conversely the lower the lower the repetition of ads advertising given the power of humor .

Statistically , the above hypothesis can be formulated as follows :

$$H_0 : \rho_{y2} = 0$$

$$H_1 : \rho_{y2} > 0$$

Based on the results of a simple linear regression analysis between pairs of data ad repetition (variable X_2) with ad recall humor (variable Y) , note that the regression coefficient b value obtained was of 0.60 and a constant value of 14.32 .



Thus the regression equation between the variables by considering the ad repetition iklan humor is. $\hat{Y} = 14,32 + 0,60X_2$

To determine whether the regression equation model can be used to draw conclusions or whether the regression equation that has gained significant or not, can be determined by using analysis of variance (F-test). To determine whether the linear regression equation obtained or not can be determined by using the regression linearity test criteria $F_{hitung} < F_{tabel} - (0:01) (33 : 25)$. For more details, summary of the analysis of variance in question can be seen in the following table. Tabel 6.

Analisis Varians (ANAVA) Untuk Uji Signifikansi dan
Linieritas Regresi $\hat{Y} = 14,32 + 0,60X_2$

Sumber Varians	dk	JK	RJK	F _h	F _t	
					0,05	0,01
Total (T)	60	155990,50				
Regresi (a)	1	7995,250				
Regresi (b/a)	1	2332,550	2332,550	23,891 ^{**}	4,00	7,08
Sisa	58	5662,700	97,633			
Tuna Cocok	33	3495,783	105,933	1,222 ^{ns}	1,92	2,54
Galat (G)	25	2166,917	86,677			

** : regresi sangat signifikan ($F_{hitung} > F_{tabel}$)

ns : bentuk regresi linear ($F_{hitung} < F_{tabel}$)

dk : derajat kebebasan

JK : jumlah kuadrat

RJK : rata-rata jumlah kuadrat

Based on the table above, it can be seen that the regression equation $Y = 14.32 + 0.60 X_2$ can be used to explain and take further conclusions about the role of advertising in a given ad repetition humor. Regression equation between pairs of data ad repetition with humor ad recall is linear, because the smaller F value obtained from the F table ($1.22 < 1,92$). From simple regression equation between pairs of data ad repetition to remember ads humor turns can form relationship depicted in Figure 5. following.

Figure 5. Simple Linear Regression $\hat{Y} = 14,32 + 0,60X_2$

Based on the above chart, it means that any change in the level of advertising repetition may result in a change in ad recall of 0.60 at constant humor 14.32.

Simple calculation of the pair correlation variable data ad repetition (X_2) with a given variable ad humor (Y), produce prices r_{y2} correlation coefficient of 0.540. This figure suggests that the role of advertising in a given ad repetition humor is positive.



To determine whether the correlation coefficients obtained r_{y2} significant or not, was examined by using analysis of test "t". Results of test analysis "t" t-scale obtained by 4.888. If this amount with the amount consulted ttable (0.01) in the amount of 2.390 is obtained which indicates that the correlation coefficient between ad repetition (variable X2) with ad recall humor (variable Y) is very significant.

Summary results of simple correlation analysis with variable Y variables X2 and t tests of significance can be seen in the following table.

The results of the analysis simple relationship means that there are positive role in remembrance advertising advertising repetition humor. It can be concluded that the higher repetition ad, the higher the power of humor ad recall. The findings in this study as well as reject H0 which states "there are no positive role in remembrance of ad repetition and ad humor accept H1 which stated that there is a positive role of advertising in a given ad repetition humor.

Strength of the relationship between ad repetition (variable X2) with ad recall humor (variable Y) can be known from the calculation of the coefficient of determination. Magnitude of the coefficient of determination is 0.29. This gives the sense that the amount of 29% ad recall variation can be explained by variations humor ad repetition.

3 . Role of mood and Ad Repetition In Together Humor in Advertising Given

The third hypothesis proposed is "There is a role of mood and repetition ad together in a given ad humor". In other words, a person suspected of the better mood and higher repetition iklannnya, the higher the humor and the ability to recall advertisements otherwise the less good mood and the lower the repetition of the ad, the lower the power of advertising to remember the humor.

Statistically, the above hypothesis can be formulated as follows:

H0 : $\rho_{y.12} = 0$

H1 : $\rho_{y.12} > 0$

Based on the results of multiple regression analysis between data pairs mood (variable X1) and ad repetition (variable X2) together with ad recall humor (variable Y), note that the value of the multiple regression coefficient $b_1 = 0.42$ and $b_2 = 0.58$ with a constant value of 2.93. Thus the relationship between mood variables (variables X1) and ad repetition (variable X2) with ad recall humor (variable Y) is described by the regression equation, which is: $y = 2.93 + 0.42 X_1 + 0.58 X_2$.

To determine whether the regression line equation model can be used to draw conclusions or whether the regression equation is significant or not, can be tested by



using analysis of variance (F-test) . Summary of the analysis of variance can be shown in the following table .

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

Hypothesis testing results show that the third alternative hypothesis (H_a) is proposed in this study received , and reject the null hypothesis (H_0) . Some research conclusions can be formulated as follows :

First , there is a positive relationship between mood with the desire to buy . This means that the better the higher the mood a person wishes to purchase an item . Vice versa , the less good mood , the lower the desire to buy an item . Therefore mood is an important variable to consider in predicting willingness to buy

Based on the results of testing the correlation coefficient using the formula t test analysis obtained value $t = 5,154$ while the price of TTable (58.01) of 2.39 . Thus it can be said that there is a positive relationship between mood with the desire to buy , because the criteria for the calculation is $t > t$ table ($5,154 > 2,39$) .

Second , there is a positive relationship between ad repetition with the desire to buy . This means that the higher the repetition of ads , the higher the desire to buy an item . Vice versa , the lower the repetition of ads , the lower the desire to buy suaut goods . Hence the repetition of ads is an important variable to consider in predicting the desire to buy .

Based on the results of testing the correlation coefficient using the formula obtained by t test analysis – count value $t = 4.888$, while the price TTable (58.01) of 2.39 . Thus it can be said that there is a positive relationship between ad repetition with the desire to buy , because the criteria for the calculation is $t > t$ table ($4.888 > 2.39$) .

Third , there is a positive relationship between mood and repetition ad together with the desire to buy . Thus means that the better a person's mood and higher repetition iklannnya , the higher the desire to buy an item .

Analysis of test results " F " scale obtained at 21.54 . The amount of consultation with the amount of F – table (0.01) in the amount of 7.12 is obtained , which shows that the correlation coefficient between mood and repetition ad together with the desire to buy is very significant .



B. SUGGESTIONS

Based on the research results and conclusions can be made the following suggestions : $\hat{Y} = 2,93 + 0,42X_1 + 0,58X_2$

source of Variance	dk	JK	RJK	F _h	F _t	
					0,05	0,01
total reduced	59	7995,250				
regression	2	3441,683	1720,841	21,541**	4,02	7,12
rest	57	4553,567	79,887			

** highly significant regression

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