

## PENGARUH IKLAN NIAGA MATERIALISTIK TERHADAP *SOCIAL ENGAGEMENT* DAN *COMMUNITY FEELING*

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### INTISARI

Di era digital saat ini, iklan niaga adalah hal yang marak kita temukan sehari-hari. Iklan niaga bukan hanya media untuk menawarkan produk, melainkan dapat memberikan nilai dan mempengaruhi perilaku manusia. Pada beberapa iklan niaga menampilkan nilai materialisme yang kuat yang kemudian disebut iklan niaga materialistik. Terdapat beberapa penelitian menemukan adanya hubungan iklan niaga materialistik terhadap *social engagement* dan *community feeling*. Penelitian ini bertujuan untuk melihat pengaruh iklan niaga materialistik terhadap *social engagement* dan *community feeling*. Metode yang digunakan dalam penelitian ini adalah *non-randomized two-groups design, posttest only*. Penelitian ini menggunakan subjek mahasiswa yang dibagi menjadi kelompok control ( $N=56$ ) dan kelompok eksperimen ( $N=55$ ). Penelitian ini diukur dengan skala MVS (*Material Values Scale*), skala *Social Activity Interest*, dan skala *Aspiration Index: Community Feeling*. Data yang diperoleh dianalisis menggunakan uji normalitas Kolmogorov Smirnov dan uji hipotesis non parametrik Mann-Whitney. Berdasarkan analisis data, hasil menunjukkan bahwa hipotesis ditolak. Pada *social engagement* nilai  $w=3001.500$  dan nilai  $p=0.686$  ( $p>0.05$ ). Sementara, pada *community feeling* nilai  $w=2757.500$  dan nilai  $p=0.054$  ( $p>0.05$ ). Sehingga dapat disimpulkan bahwa *social engagement* dan *community feeling* pada kelompok eksperimen tidak lebih rendah dari kelompok kontrol.

Kata Kunci: iklan niaga, materialisme, *social engagement*, *community feeling*

## THE EFFECT OF MATERIALISTIC COMMERCIAL ADVERTISING ON SOCIAL ENGAGEMENT AND COMMUNITY FEELING

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### ABSTRACT

In today digital era, commercial advertisement has become common thing we found every day. Commercial advertisement not only media to offered product, but also can transferred value and influence human behavior. In some commercial advertisement, there is strong materialism value, that we called materialistic commercial advertisement. Some studies have found advertising and materialism have an impact on social engagement and community feeling. This study aims to look at the influence of the materialistic advertising on social engagement and community feeling. The method used in this research is non-randomized two-group design, posttest only. This study involved undergraduate student, which is divided into control group ( $N=56$ ) and experimental group ( $N=55$ ). This study was measured with MVS (Material Values Scale), Social Activity Interest scale, and Aspiration Index scale: Community Feeling. Collected data were analyzed using normality test Kolmogorov Smirnov and non-parametric test Mann-Withney. Based on data analysis, the result showed that the hypothesis rejected. On the social engagement value of  $w=3001.500$  and the value of  $p=0.686$  ( $p>0.05$ ). Although, on the community feeling value of  $w=2757.500$  and the value of  $p=0.054$  ( $p>0.05$ ). So, it can be concluded that social engagement and community feeling on experiment group not lower than control group.

Keywords: commercial advertisement, materialism, social engagement, community feeling