



**PENGARUH IKLAN NIAGA MATERIALISTIK TERHADAP
COMPETITIVENESS DAN POPULARITY ASPIRATION**

Bunga Shahwah
Fakultas Psikologi Universitas Gadjah Mada

ABSTRAK

Iklan adalah tayangan yang terdapat di berbagai tempat dan menyelimuti hampir seluruh aspek kehidupan baik disadari maupun tidak disadari. Sebagian besar dari iklan seringkali menyampaikan pesan yang berisi nilai materialisme yang terkadang lebih terlihat menonjol di satu iklan dibandingkan dengan iklan yang lain. Beberapa penelitian sebelumnya telah mengungkapkan pengaruh iklan yang membawa konten materialistik terhadap *competitiveness* dan *popularity aspiration*. Penelitian ini bertujuan untuk melihat pengaruh iklan materialistik terhadap *competitiveness* dan *popularity aspiration*. Penelitian ini melibatkan subjek mahasiswa yang terbagi menjadi kelompok eksperimen ($N=55$) dan kelompok kontrol ($N=56$) serta menggunakan metode *non-randomized two-groups design, posttest only*. Alat ukur yang digunakan adalah MVS (*Material Values Scale*), skala *Aspiration Index : Popularity*, skala *Contingencies of Self-Worth: Competitiveness*. Hasil analisis data menggunakan *independent sample t-test* menunjukkan bahwa iklan niaga materialistik memberikan pengaruh positif yang signifikan terhadap *competitiveness* ($p = 0,001$; $p < 0,05$) dan *popularity aspiration* ($p = 0,001$; $p < 0,05$).

Kata Kunci : iklan niaga, materialisme, *competitiveness*, *popularity aspiration*



THE EFFECT OF MATERIALISTIC ADVERTISING ON COMPETITIVENESS AND POPULARITY ASPIRATION

Bunga Shahwah
Faculty of Psychology Universitas Gadjah Mada

ABSTRACT

Advertisement is a kind of media content that we can find almost everywhere. It is very common in our society that we encounter so many ads every single day and internalize materialistic values that they bring, even without realizing it. Ads that has stronger materialistic values compared to other ads is known as materialistic advertisement. Some studies have found impacts that materialistic advertising has on competitiveness and popularity aspiration. This study aims to look at the effect of the materialistic advertising on competitiveness and popularity aspiration. The method used in this experiment is *non-randomized two-groups design, posttest only*. This subjects of this experiment are undergraduate students, which were divided into experimental group ($N=55$) and control group ($N=56$). Materialism, competitiveness, and popularity aspiration were measured with MVS (Material Values Scale), Aspiration Index: Popularity, and Contingencies of Self-Worth Scale: Competition. The result of data analysis using t-test showed that materialistic advertising has significant effect on competitiveness ($p = 0.001$; $p < 0.05$) and popularity aspiration ($p = 0.001$; $p < 0.05$).

Keywords : advertising, materialism, competitiveness, popularity aspiration