

ABSTRAK

Kesuksesan bisnis pelatihan sangat tergantung oleh banyaknya peserta pelatihan yang berhasil direkrut melalui berbagai program promosi yang dilakukan. Media televisi dengan acara *talk show*-nya, saat ini masih dianggap sebagai salah satu media iklan yang paling efektif dibandingkan media lainnya, seperti koran, papan reklame, radio dan lain-lain. Mahalnya biaya *talk show* di stasiun televisi telah membuat biaya promosi ini menjadi komponen terbesar dari total biaya operasional sebuah bisnis pelatihan. Sementara itu, besarnya perbedaan harga iklan *talk show* antara satu stasiun televisi dengan stasiun lainnya, mengharuskan pelaku bisnis pelatihan harus cerdas dalam memilih stasiun televisi yang paling efektif yang akan digunakan sebagai sarana promosi.

Penelitian ini bertujuan untuk mengevaluasi efektifitas biaya iklan *talk show* pada tiga stasiun televisi lokal di Surabaya, yaitu JTV, SurabayaTV dan ArekTV untuk mempromosikan pelatihan bisnis *online trading* Syariah oleh DJOHANCAPITAL. Proses *talk show* harus dilakukan secara rekaman, agar diperoleh situasi yang sama persis pada semua tayangannya dan bisa disiarkan secara serentak pada jam dan hari yang sama. Semua *response* dari pemirsa televisi yang masuk dalam bentuk SMS, WA dan telepon sejak *talk show*, akan dicatat. Data peserta pelatihan yang terkumpul melalui formulir pendaftaran, akan memberikan informasi tentang latar belakang para peserta, seperti usia, jenis kelamin, pekerjaan, pendidikan dan asal domisili.

Penelitian ini termasuk dalam penelitian terapan dengan klasifikasi penelitian evaluasi (*evaluation research*), dengan menggunakan pendekatan DAGMAR (*Defining Advertising Goals for Measures Advertising Result*), dimana efektifitas biaya akan diukur dengan formula ROMI (*Return on Marketing Investments*). Selain itu juga akan dianalisa, faktor-faktor apa saja yang akan mempengaruhi efektifitas acara *talk show* pada masing-masing stasiun televisi tersebut dalam menjangkau peserta.

Kata kunci: efektifitas biaya iklan, pelatihan bisnis, *online trading*, DAGMAR, *Evaluation Research*, promosi, *talk show*, ROMI, solusi bisnis, biaya tayang.

ABSTRACT

The success of the training business is very much dependent on the number of training participants who have been recruited through various promotional programs carried out. Television media with its talk shows are currently still considered one of the most effective advertising media compared to other media, such as newspapers, billboards, radio and others. The high cost of talk shows on television stations has made this promotion cost the biggest component of the total operating costs of a training business. Meanwhile, the large difference in the price of talk show advertisements between one television station and another, requires that training businesses must be smart in choosing the most effective television station to be used as a means of promotion.

This study aims to evaluate the cost effectiveness of talk show advertisements on three local television stations in Surabaya, namely JTV, SurabayaTV and ArekTV to promote Islamic online trading business training by DJOHANCAPITAL. The talk show process must be done on a recorded basis, in order to obtain the exact same situation on all broadcasts and can be broadcast simultaneously at the same time and day. All responses from television viewers who have entered in the form of SMS, WA and telephone calls since the talk show will be recorded. The training participant data collected through the registration form will provide information about the participants' backgrounds, such as age, gender, occupation, education and origin of domicile.

This research is included in applied research with the classification of evaluation research, using the DAGMAR (Defining Advertising Goals for Measures Advertising Result) approach, where cost effectiveness will be measured by the ROMI (Return on Marketing Investments) formula. Apart from that, it will also be analyzed what factors will affect the effectiveness of the talk shows at each television station in attracting participants.

Keywords: advertising cost effectiveness, business training, online trading, DAGMAR, Evaluation Research, promotion, talk shows, ROMI, business solutions, broadcast costs.