

ABSTRACT

This research examined the influence of Merry Riana The Movie towards the audience's perception on Multi Level Marketing (MLM). This research aims to examine the influence of Merry Riana's movie that can be given to the audience's Perception. By using indicators of Merry Riana movie such as Storyline, Setting, Acting, and the MLM itself in the movie. Moreover, the indicators of the audience's perception are Attention, Interest, Desire, Decision, and Action. The type of this research is descriptive and quantitative methods. The population of this research was the number of audience of Merry Riana movie totaling 715,671 in who live in Jakarta, aged over 17 years old, who have seen the Merry Riana movie, and had been or are still doing the MLM business with sample of 100 respondents. The data collection used questionnaires with purposive sampling technique. The results showed the level of influence given by Merry Riana movie to the perception of audience is very low, this is because the movie showed the failure Merry while doing MLM and the majority of respondents still taking MLM business that they have taken so far. From the four indicators of Variabel X, Acting indicator with significant result in 0.009 and MLM in The Movie indicator with the significant result in 0.020 are the best factor in Attention indicator and Setting indicator is the best factor to the Interest indicator with significant result in 0.018. Overall, the most affecting indicator X to indicators Y is the MLM aspects in The Movie indicator even if the numbers are less significant.

Keywords: Merry Riana: Mimpi Sejuta Dolar Movie, Perception, Multi Level Marketing