

ABSTRACT

The prospect of pay TV in Indonesia is increasingly brighter make the PT TELKOM issued the first IPTV product in Indonesia named GrooviaTV. GrooviaTV product is still relatively new in the community so that PT TELKOM have to do promotion, one form of the promotion is advertising. The kind of media are most often used by PT TELKOM in doing GrooviaTV ad is television. The existing conditions of GrooviaTV ad on the television media with considerable cost, not yet known how the influence of the GrooviaTV ad frequency to purchasing intention . This research was conducted to determine the influence of the ad frequency to purchasing intention GrooviaTV product, performed by looking at the difference between the purchasing intention groups that gets exposure to GrooviaTV ad three times with the group who get exposure to GrooviaTV ad one time.

The research was conducted using Quasi Experimental Design. Types of Quasi Experimental Design used is the Nonequivalent Control Group Posttest Only Design. Research done with student as participants in the Telkome education area. Participants in this study were 40 people divided into the Experimental Group and the Control Group. At the time of execution of the experiments, participants in both of groups were given treatment in the form of Stand Up Comedy videos which there are GrooviaTV ad, after that the participants were given a posttest questionnaires.

The results showed that the group gets exposure to GrooviaTV ad three times has purchasing intention to the GrooviaTV product is higher compared to the group that get exposure to GrooviaTV ad one time. Therefore, PT TELKOM recommend that GrooviaTV ad, PT TELKOM with three times of frequency. PT TELKOM will also need to pay attention to ad serving time to reach the target of GrooviaTV market so GrooviaTV ad that was displayed does not feel useless and may cause a higher purchasing intention of GrooviaTV products.

Keywords: ad frequency, purchasing intention, Quasi Experimental Design, GrooviaTV