

LAMPIRAN

Bandar Lampung, Januari 2018

Hal : **Permohonan Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada siswa/i kelas 3 SMA yang ingin meneruskan pendidikan S1. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Manajemen Pemasaran tentang **“Analisis Efektivitas Promosi di Institut Informatika dan Bisnis Darmajaya”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara. Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya

Dicky Saputra

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DAFTAR PERNYATAAN

Efektivitas Promosi di Media Cetak

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
Emphati					
1. Apakah promosi/strategi yang telah dilakukan menginformasikan secara rinci dan detail.					
2. Apakah konsumen menyukai promosi yang telah dilakukan					
3. Bagaimana kesan/tanggapan konsumen terkait promosi yang telah dilakukan.					
4. Promosi yang menarik sangat disukai oleh konsumen.					
Persuasi					
5. Apakah program promosi mampu mendorong keinginan konsumen untuk melakukan pembelian					
6. Apakah konsumen merasa tertarik dengan promosi yang telah dilakuakn					
7. Promosi yang baik membuat konsumen berkeinginan untuk melakukan pembelian					
8. Apakah program promosi dapat meyakinkan konsumen agar tidak beralih ke merek lain					
Dampak					
9. Konsumen paham mengenai informasi suatu objek secara detail.					
10. Promosi yang penuh ide-ide kreatif menjadi lebih baik dari yang lain.					
Komunikasi					
11. Melalui program promosi, informasi yang diberikan bisa mudah dipahami.					
12. Informasi dapat disampaikan melalui program promosi.					

13. Konsumen mendapatkan pengetahuan mengenai fungsi atau manfaat dari suatu produk atau jasa melalui program promosi					
14. Slogan yang unik mudah diingat konsumen					

Efektivitas Promosi di Media Elektronik

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
Emphati					
1. Apakah promosi/strategi yang telah dilakukan menginformasikan secara rinci dan detail.					
2. Apakah konsumen menyukai promosi yang telah dilakukan					
3. Bagaimana kesan/tanggapan konsumen terkait promosi yang telah dilakukan.					
4. Promosi yang menarik sangat disukai oleh konsumen.					
Persuasi					
5. Apakah program promosi mampu mendorong keinginan konsumen untuk melakukan pembelian					
6. Apakah konsumen merasa tertarik dengan promosi yang telah dilakuakn					
7. Promosi yang baik membuat konsumen berkeinginan untuk melakukan pembelian					
8. Apakah program promosi dapat meyakinkan konsumen agar tidak beralih ke merek lain					
Dampak					
9. Konsumen paham mengenai informasi suatu objek secara detail.					
10. Promosi yang penuh ide-ide kreatif menjadi lebih baik dari yang lain.					

Komunikasi					
11. Melalui program promosi, informasi yang diberikan bisa mudah dipahami.					
12. Informasi dapat disampaikan melalui program promosi.					
13. Konsumen mendapatkan pengetahuan mengenai fungsi atau manfaat dari suatu produk atau jasa melalui program promosi					
14. Slogan yang unik mudah diingat konsumen					

Efektivitas Promosi di Media Sosial

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
Emphati					
1. Apakah promosi/strategi yang telah dilakukan menginformasikan secara rinci dan detail.					
2. Apakah konsumen menyukai promosi yang telah dilakukan					
3. Bagaimana kesan/tanggapan konsumen terkait promosi yang telah dilakukan.					
4. Promosi yang menarik sangat disukai oleh konsumen.					
Persuasi					
5. Apakah program promosi mampu mendorong keinginan konsumen untuk melakukan pembelian					
6. Apakah konsumen merasa tertarik dengan promosi yang telah dilakuakn					
7. Promosi yang baik membuat konsumen berkeinginan untuk melakukan pembelian					
8. Apakah program promosi dapat meyakinkan konsumen agar tidak beralih ke merek lain					

Dampak					
9. Konsumen paham mengenai informasi suatu objek secara detail.					
10. Promosi yang penuh ide-ide kreatif menjadi lebih baik dari yang lain.					
Komunikasi					
11. Melalui program promosi, informasi yang diberikan bisa mudah dipahami.					
12. Informasi dapat disampaikan melalui program promosi.					
13. Konsumen mendapatkan pengetahuan mengenai fungsi atau manfaat dari suatu produk atau jasa melalui program promosi					
14. Slogan yang unik mudah diingat konsumen					

LAMPIRAN

2. Karakteristik responden

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	37	37.0	37.0	37.0
Perempuan	63	63.0	63.0	100.0
Total	100	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16 tahun	16	16.0	16.0	16.0
17 tahun	63	63.0	63.0	79.0
18 tahun	21	21.0	21.0	100.0
Total	100	100.0	100.0	

KEAKTIVAN INTERNET

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 jam	9	9.0	9.0	9.0
1 jam/hari	12	12.0	12.0	21.0
2 jam/hari	22	22.0	22.0	43.0
>2 jam	57	57.0	57.0	100.0
Total	100	100.0	100.0	

3. Jawaban Responden

- Media Cetak

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	3	3.0	3.0	6.0
3	26	26.0	26.0	32.0
4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	23	23.0	23.0	25.0
4	40	40.0	40.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
3	35	35.0	35.0	45.0
4	37	37.0	37.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

E4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	15	15.0	15.0	18.0
3	34	34.0	34.0	52.0
4	35	35.0	35.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
3	38	38.0	38.0	48.0
4	33	33.0	33.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	29	29.0	29.0	36.0
4	30	30.0	30.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
Valid 3	34	34.0	34.0	44.0
4	32	32.0	32.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	11	11.0	11.0	13.0
Valid 3	37	37.0	37.0	50.0
4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

D1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
Valid 3	37	37.0	37.0	48.0
4	39	39.0	39.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

D2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	34	34.0	34.0	45.0
Valid 4	50	50.0	50.0	95.0
5	5	5.0	5.0	100.0
Total	100	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	14	14.0	14.0	16.0
Valid 3	40	40.0	40.0	56.0
4	39	39.0	39.0	95.0
5	5	5.0	5.0	100.0
Total	100	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	10	10.0	10.0	12.0
Valid 3	48	48.0	48.0	60.0
4	32	32.0	32.0	92.0
5	8	8.0	8.0	100.0
Total	100	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	13.0	13.0	13.0
3	38	38.0	38.0	51.0
Valid 4	35	35.0	35.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	32	32.0	32.0	34.0
Valid 4	56	56.0	56.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

MEDIA CETAK

	Frequency	Percent	Valid Percent	Cumulative Percent
35	2	2.0	2.0	2.0
40	5	5.0	5.0	7.0
41	3	3.0	3.0	10.0
42	2	2.0	2.0	12.0
43	1	1.0	1.0	13.0
44	3	3.0	3.0	16.0
45	3	3.0	3.0	19.0
Valid 46	5	5.0	5.0	24.0
47	4	4.0	4.0	28.0
48	8	8.0	8.0	36.0
49	8	8.0	8.0	44.0
50	8	8.0	8.0	52.0
51	5	5.0	5.0	57.0
52	8	8.0	8.0	65.0
53	2	2.0	2.0	67.0
54	5	5.0	5.0	72.0

55	9	9.0	9.0	81.0
56	3	3.0	3.0	84.0
57	3	3.0	3.0	87.0
58	2	2.0	2.0	89.0
59	4	4.0	4.0	93.0
60	3	3.0	3.0	96.0
61	3	3.0	3.0	99.0
65	1	1.0	1.0	100.0
Total	100	100.0	100.0	

- Media elektronik

E1A

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	25	25.0	25.0	26.0
Valid 4	43	43.0	43.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

E2A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	13	13.0	13.0	15.0
Valid 3	25	25.0	25.0	40.0
4	40	40.0	40.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

E3A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	26	26.0	26.0	27.0
Valid 4	41	41.0	41.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

E4A

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	27	27.0	27.0	35.0
Valid 4	35	35.0	35.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

P1A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	5.0	5.0	5.0
2	10	10.0	10.0	15.0
Valid 3	34	34.0	34.0	49.0
4	37	37.0	37.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

P2A

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	25	25.0	25.0	27.0
Valid 4	50	50.0	50.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

P3A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
3	41	41.0	41.0	51.0
4	40	40.0	40.0	91.0
5	9	9.0	9.0	100.0
Total	100	100.0	100.0	

P4A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
3	29	29.0	29.0	40.0
4	39	39.0	39.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

D1A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	9.0	9.0	9.0
3	38	38.0	38.0	47.0
4	35	35.0	35.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

D2A

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	10	10.0	10.0	12.0
3	37	37.0	37.0	49.0
4	40	40.0	40.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

K1A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	15	15.0	15.0	18.0
Valid 3	46	46.0	46.0	64.0
4	29	29.0	29.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

K2A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	11	11.0	11.0	13.0
Valid 3	44	44.0	44.0	57.0
4	30	30.0	30.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

K3A

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.0	12.0	12.0
3	36	36.0	36.0	48.0
Valid 4	35	35.0	35.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

K4A

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	10	10.0	10.0	14.0
3	33	33.0	33.0	47.0
4	43	43.0	43.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

ELEKTRONIK

	Frequency	Percent	Valid Percent	Cumulative Percent
33	1	1.0	1.0	1.0
37	1	1.0	1.0	2.0
39	1	1.0	1.0	3.0
40	4	4.0	4.0	7.0
41	4	4.0	4.0	11.0
42	3	3.0	3.0	14.0
43	2	2.0	2.0	16.0
44	3	3.0	3.0	19.0
45	2	2.0	2.0	21.0
46	7	7.0	7.0	28.0
47	4	4.0	4.0	32.0
48	4	4.0	4.0	36.0
49	4	4.0	4.0	40.0
50	5	5.0	5.0	45.0
51	3	3.0	3.0	48.0
52	4	4.0	4.0	52.0
53	10	10.0	10.0	62.0
54	4	4.0	4.0	66.0
55	6	6.0	6.0	72.0
56	7	7.0	7.0	79.0
57	4	4.0	4.0	83.0
58	6	6.0	6.0	89.0
59	2	2.0	2.0	91.0
60	5	5.0	5.0	96.0
62	3	3.0	3.0	99.0
63	1	1.0	1.0	100.0
Total	100	100.0	100.0	

- Media Online

E1B

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	23	23.0	23.0	24.0
Valid 4	47	47.0	47.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

E2B

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	22	22.0	22.0	25.0
4	39	39.0	39.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

E3B

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
Valid 4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

E4B

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	22	22.0	22.0	26.0
Valid 4	35	35.0	35.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

P1B

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	7	7.0	7.0	10.0
Valid 3	37	37.0	37.0	47.0
4	41	41.0	41.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

P2B

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	24	24.0	24.0	27.0
Valid 4	43	43.0	43.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

P3B

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	9	9.0	9.0	10.0
Valid 3	35	35.0	35.0	45.0
4	37	37.0	37.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

P4B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
3	31	31.0	31.0	40.0
4	33	33.0	33.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

D1B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	13	13.0	13.0	13.0
3	38	38.0	38.0	51.0
4	34	34.0	34.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

D2B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	37	37.0	37.0	45.0
4	36	36.0	36.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

K1B

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	11	11.0	11.0	14.0
3	43	43.0	43.0	57.0
4	38	38.0	38.0	95.0
5	5	5.0	5.0	100.0
Total	100	100.0	100.0	

K2B

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	39	39.0	39.0	50.0
Valid 4	43	43.0	43.0	93.0
5	7	7.0	7.0	100.0
Total	100	100.0	100.0	

K3B

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	35	35.0	35.0	44.0
Valid 4	45	45.0	45.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

K4B

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	17	17.0	17.0	20.0
Valid 3	39	39.0	39.0	59.0
4	35	35.0	35.0	94.0
5	6	6.0	6.0	100.0
Total	100	100.0	100.0	

ONLINE

	Frequency	Percent	Valid Percent	Cumulative Percent
33	1	1.0	1.0	1.0
39	3	3.0	3.0	4.0
40	2	2.0	2.0	6.0
Valid 41	5	5.0	5.0	11.0
42	2	2.0	2.0	13.0
44	4	4.0	4.0	17.0
45	1	1.0	1.0	18.0

ONLINE

	Frequency	Percent	Valid Percent	Cumulative Percent
46	1	1.0	1.0	19.0
47	2	2.0	2.0	21.0
48	4	4.0	4.0	25.0
49	6	6.0	6.0	31.0
50	9	9.0	9.0	40.0
51	7	7.0	7.0	47.0
52	5	5.0	5.0	52.0
53	6	6.0	6.0	58.0
54	5	5.0	5.0	63.0
55	9	9.0	9.0	72.0
56	2	2.0	2.0	74.0
57	5	5.0	5.0	79.0
58	2	2.0	2.0	81.0
59	7	7.0	7.0	88.0
60	3	3.0	3.0	91.0
61	3	3.0	3.0	94.0
62	2	2.0	2.0	96.0
63	2	2.0	2.0	98.0
64	1	1.0	1.0	99.0
65	1	1.0	1.0	100.0
Total	100	100.0	100.0	

P7	Sig. (2-tailed)	.000	.001	.392	.039	.174		.001	.392	.039	.174	.366	.083	.434	.055	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.581**	1.000**	.266	.472**	.244	.581**	1	.266	.472**	.244	.093	.313	.267	.347	.745**
P8	Sig. (2-tailed)	.001	.000	.156	.008	.195	.001		.156	.008	.195	.623	.092	.154	.060	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.162	.266	1.000**	.174	.154	.162	.266	1	.174	.154	.191	.152	.331	.382*	.542**
D9	Sig. (2-tailed)	.392	.156	.000	.356	.416	.392	.156		.356	.416	.311	.422	.074	.037	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.378*	.472**	.174	1.000**	.083	.378*	.472**	.174	1	.083	.526**	.317	.400*	.027	.676**
D10	Sig. (2-tailed)	.039	.008	.356	.000	.663	.039	.008	.356		.663	.003	.088	.029	.886	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.255	.244	.154	.083	1.000**	.255	.244	.154	.083	1	-.056	.338	.253	.306	.484**
K11	Sig. (2-tailed)	.174	.195	.416	.663	.000	.174	.195	.416	.663		.767	.068	.178	.100	.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.171	.093	.191	.526**	-.056	.171	.093	.191	.526**	-.056	1	.231	.324	-.130	.415*
K12	Sig. (2-tailed)	.366	.623	.311	.003	.767	.366	.623	.311	.003	.767		.220	.081	.494	.023
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.321	.313	.152	.317	.338	.321	.313	.152	.317	.338	.231	1	.573**	.026	.573**
K13	Sig. (2-tailed)	.083	.092	.422	.088	.068	.083	.092	.422	.088	.068	.220		.001	.890	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
	Pearson Correlation	.148	.267	.331	.400*	.253	.148	.267	.331	.400*	.253	.324	.573**	1	.093	.578**
	Sig. (2-tailed)	.434	.154	.074	.029	.178	.434	.154	.074	.029	.178	.081	.001		.627	.001

K11B	Pearson	.187	1.000**	.475**	.228	.646**	.228	.134	.219	.475**	.219	1	.202	.126	.187	.647**
	Correlation															
	Sig. (2-tailed)	.322	.000	.008	.225	.000	.225	.479	.244	.008	.244		.285	.506	.322	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
K12B	Pearson	-.130	.202	-.056	.093	.171	.093	.191	.526**	-.056	.526**	.202	1	.231	-.130	.383*
	Correlation															
	Sig. (2-tailed)	.494	.285	.767	.623	.366	.623	.311	.003	.767	.003	.285		.220	.494	.037
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
K13B	Pearson	.026	.126	.338	.313	.321	.313	.152	.317	.338	.317	.126	.231	1	.026	.498**
	Correlation															
	Sig. (2-tailed)	.890	.506	.068	.092	.083	.092	.422	.088	.068	.088	.506	.220		.890	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
K14B	Pearson	1.000**	.187	.306	.347	.354	.347	.382*	.027	.306	.027	.187	-.130	.026	1	.481**
	Correlation															
	Sig. (2-tailed)	.000	.322	.100	.060	.055	.060	.037	.886	.100	.886	.322	.494	.890		.007
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ELEKTR	Pearson	.481**	.647**	.565**	.723**	.753**	.723**	.447*	.641**	.565**	.641**	.647**	.383*	.498**	.481**	1
	Correlation															
	Sig. (2-tailed)	.007	.000	.001	.000	.000	.000	.013	.000	.001	.000	.000	.037	.005	.007	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

K14C	Pearson	.339	.366 [*]	.324	.116	.984 ^{**}	.537 ^{**}	.167	.190	.297	.145	.366 [*]	.324	.116	1	.681 ^{**}
	Correlation															
	Sig. (2-tailed)	.067	.046	.081	.542	.000	.002	.379	.315	.111	.444	.046	.081	.542		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
ONLINE	Pearson	.404 [*]	.659 ^{**}	.567 ^{**}	.476 ^{**}	.665 ^{**}	.593 ^{**}	.447 [*]	.486 ^{**}	.593 ^{**}	.585 ^{**}	.659 ^{**}	.567 ^{**}	.476 ^{**}	.681 ^{**}	1
	Correlation															
	Sig. (2-tailed)	.027	.000	.001	.008	.000	.001	.013	.006	.001	.001	.000	.001	.008	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

5. Uji Reliabilitas

- Media Cetak

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.861	14

- Media Elektronik

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.853	14

- Media Online

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

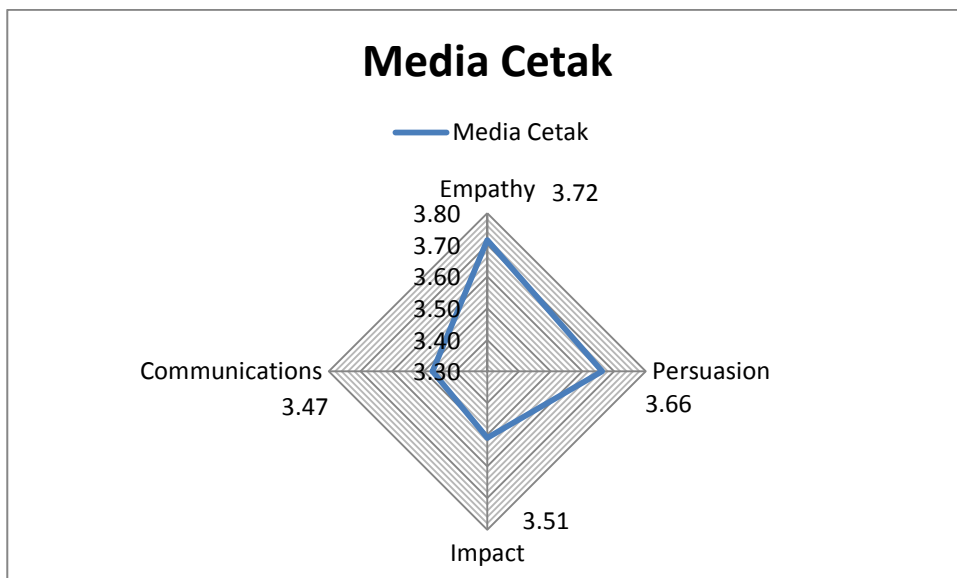
Reliability Statistics

Cronbach's Alpha	N of Items
.834	14

6. Hasil Uji Epic Model

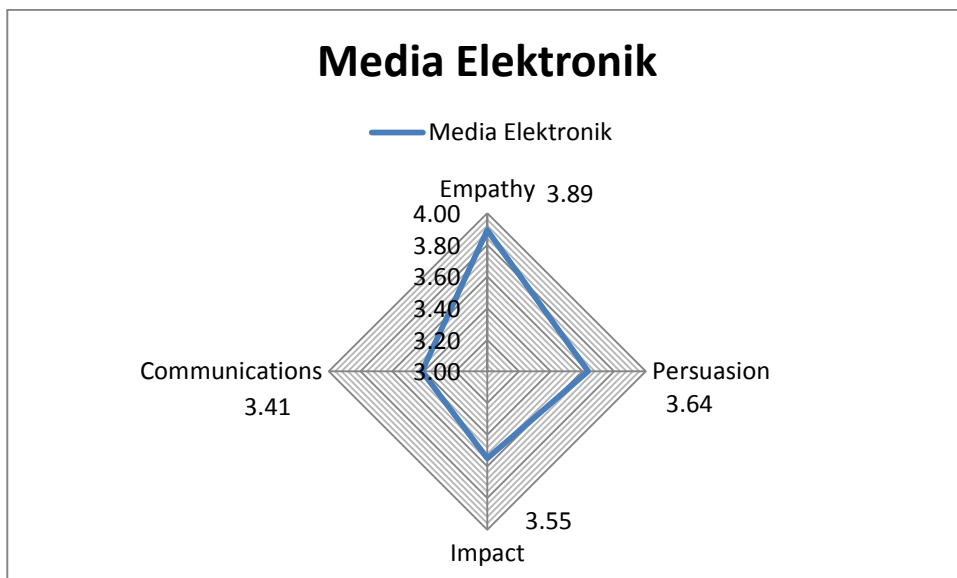
- Media Cetak

Indikator	SKOR JUMLAH KEPENTINGAN					TOTAL	RATA2
	1	2	3	4	5		
	STP (1)	TP(2)	KP(3)	P(4)	SP (5)		
E1	3	3	26	51	17	376	3.76
E2	0	2	23	40	35	408	4.08
E3	1	9	35	37	18	362	3.62
E4	3	15	34	35	13	340	3.40
Rata-rata	1.75	7.25	29.50	40.75	20.75	371.50	3.72
P1	1	9	38	33	19	360	3.60
P2	1	6	29	30	34	390	3.90
P3	1	9	34	32	24	369	3.69
P4	2	11	37	39	11	346	3.46
Rata-rata	1.25	8.75	34.50	33.50	22.00	366.25	3.66
I1	1	10	37	39	13	353	3.53
I2	0	11	34	50	5	349	3.49
Rata-rata	0.50	10.50	35.50	44.50	9.00	351	3.51
K1	2	14	40	39	5	331	3.31
K2	2	10	48	32	8	334	3.34
K3	0	13	38	35	14	350	3.50
K4	0	2	32	56	10	374	3.74
Rata-rata	1.00	9.75	39.50	40.50	9.25	347.25	3.47



- Media Elektronik

Indikator	SKOR JUMLAH KEPENTINGAN					TOTAL	RATA2
	1	2	3	4	5		
	STP (1)	TP(2)	KP(3)	P(4)	SP (5)		
E1	0	1	25	43	31	404	4.04
E2	2	13	25	40	20	363	3.63
E3	1	0	26	41	32	403	4.03
E4	0	8	27	35	30	387	3.87
Rata-rata	0.75	5.50	25.75	39.75	28.25	389.25	3.89
P1	5	10	34	37	14	345	3.45
P2	0	2	25	50	23	394	3.94
P3	1	9	41	40	9	347	3.47
P4	1	10	29	39	21	369	3.69
Rata-rata	1.75	7.75	32.25	41.50	16.75	363.75	3.64
I1	0	9	38	35	18	362	3.62
I2	2	10	37	40	11	348	3.48
Rata-rata	1.00	9.50	37.50	37.50	14.50	355	3.55
K1	3	15	46	29	7	322	3.22
K2	2	11	44	30	13	341	3.41
K3	0	12	36	35	17	357	3.57
K4	4	10	33	43	10	345	3.45
Rata-rata	2.25	12.00	39.75	34.25	11.75	341.25	3.41



- Media Online

Indikator	SKOR JUMLAH KEPENTINGAN					TOTAL	RATA2
	1	2	3	4	5		
	STP (1)	TP(2)	KP(3)	P(4)	SP (5)		
E1	0	1	23	47	29	404	4.04
E2	1	2	22	39	36	407	4.07
E3	2	0	27	39	32	399	3.99
E4	0	4	22	35	39	409	4.09
Rata-rata	0.75	1.75	23.50	40.00	34.00	404.75	4.05
P1	3	7	37	41	12	352	3.52
P2	0	3	24	43	30	400	4.00
P3	1	9	35	37	18	362	3.62
P4	2	7	31	33	27	376	3.76
Rata-rata	1.50	6.50	31.75	38.50	21.75	372.50	3.73
I1	0	13	38	34	15	351	3.51
I2	1	7	37	36	19	365	3.65
Rata-rata	0.50	10.00	37.50	35.00	17.00	358	3.58
K1	3	11	43	38	5	331	3.31
K2	0	11	39	43	7	346	3.46
K3	0	9	35	45	11	358	3.58
K4	3	17	39	35	6	324	3.24
Rata-rata	1.50	12.00	39.00	40.25	7.25	339.75	3.40

Media Online

