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Lampiran 1 Surat Ketersediaan Membimbing



UNIVERSITAS NASIONAL
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
TERAKREDITASI BAN-PT

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Jakarta, 26 September 2022

Nomor : 101 /IK/IX/2022

Lamp : -

Hal : *Kesediaan Membimbing Proposal Skripsi*

Kepada Yth.

Bapak/Ibu Yuyu Sriwartini, S.Sos, M.Si

Dosen Prodi Ilmu Komunikasi

Di Jakarta

Dengan hormat,

Terkait dengan penyelenggaraan ujian proposal skripsi semester Ganjil 2022/2023, Prodi Ilmu Komunikasi FISIP Universitas Nasional memohon kesediaan Bapak/Ibu untuk membimbing proposal skripsi yang disusun oleh:

Nama	: Revika Egmar Dwiputri
NPM	: 153516516344
Konsentrasi	: Periklanan
Judul Proposal Skripsi	: PENGARUH PRODUCT PLACEMENT TERHADAP BRAND AWARENESS MASYARAKAT (STUDI KASUS PADA PRODUCT HEXOS DI KANAL YOUTUBE VINDES EPISODE SURYA & ADIT INSOMNIA)

Kami berharap Bapak/Ibu dapat memberikan jawaban kesediaan segera dengan memberikan tanda tangan di bawah ini, dan mengembalikannya kepada Prodi Ilmu Komunikasi melalui sekretariat Tata Usaha FISIP. Jika Bapak/Ibu bersedia, mohon dapat membimbing dan mengarahkan proposal skripsi mahasiswa agar layak untuk diuji.

Demikian atas kesediaan dan dukungannya kami ucapkan terima kasih.

*Bersedia/Tidak-Bersedia**
Sebagai Pembimbing,

Yuyu Sriwartini, S.Sos, M.Si

* coret yang tidak perlu



Program Studi Ilmu Komunikasi
Ketua,

Drs. Adi Prakosa, M.Si

Lampiran 2 Kerangka Sampling

No	Username	Nama Instagram	47	mayaboumannew	94	biasseu.ko	141	haejaaaa
1	ruthsmithpravngsypl	Ruth	48	titiekjuwita	95	oktaarsabella	142	agungstryw
2	alfiyahanum		49	greggobatar	96	iramoet363	143	dumpicture
3	beatricelag		50	rexsysubagya	97	iyycute.ew	144	dewiidmhnngnn
4	dindarinozeliana	Dinda Ari Nozeliana	51	adt.ya	98	novasynto	145	yunnirarti_n
5	ilham24219	ilham	52	goodtimeemarket	99	n.yulianaaaa	146	jejeena
6	rinoqnoy29	Rinoqnoy	53	adikrnwn.	100	sufahm.010100	147	ravisaaa.
7	jnsallns	Jannus Alan Darmasaputra	54	mrrjch	101	yusufadiipangestu	148	whosannd
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9	rayhanagung.pr	JEJERAY	56	tempat_cerita2023	103	eorpd	150	deahayumega
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11	hakimirpan15	IrpnaLhakim	58	gugunsaragih	105	bandiesalt14	152	amatirmagang
12	nuraffah6450	Nur Affah	59	re_rizaldi	106	rnyujnn	153	sarysaalia
13	danuirfan	Danu Irfan	60	suhailsasalim	107	mr.celloo	154	desxta
14	aesthshop.id		61	kharismaghana	108	vikareh	155	dd.dtaaaa
15	etalasejitu	*Etalasejitu*	62	baralak_69	109	adityaaarezyy	156	bons.fabriek
16	fikr.rach	Miftah Fikry Rachman	63	callme.bb	110	fransisca_mandiri	157	authentic26
17	mzqr.a	PemudaTeresat	64	injape	111	cibo90	158	windiyundaputeri
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21	aninditamlsn	Anindita Melissa	68	fire_cloops	115	radndyka	162	bambangrobianto
22	yogi_handokozzz	Yogi Handoko	69	fahad_nashir	116	putriiiyulestari	163	mhmmd_ir_One
23	s7eepyyyy		70	hafifahrul	117	mochikal39	164	saserat.uss
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28	cindymayangg	mee	75	al_deiffansyah_azzuri	122	adityafebbb	169	richi.i
29	rafliriji	Muhammad Rafli	76	xmayyya10	123	riskaprilli	170	rzkyazs
30	allaboutealns		77	babbax	124	neniyuswaty8	171	eewakey
31	sleepyinsomni3cs		78	abdullah.syafii.50702	125	calon_kadez	172	luwivitong
32	park.ozl		79	nndarmdhan88	126	hmirr	173	zndha_di
33	raifscollection	RAIFS Collection	80	anakdaraogiee	127	ohmyjarsss	174	wiwi_hanin
34	ghiegi	Mohammad Eggy KaruniaEsa	81	paps_alikariq	128	angelica_konyell	175	jual_akunextplik.id
35	vnyzz		82	putridwii17	129	amandaa.e	176	adriansyram
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37	muhammadyogi09	El ninjo	84	ethantixc	131	dimasdimasss	178	perrlahh
38	decky90s	Deckyardnsyh	85	sukses.1d	132	pejuang_volunteer	179	fandyadam
39	rararasm		86	herusaputra6788	133	amdafadil	180	canav_shop
40	marga_mdc	marga_mdc	87	deskadeska	134	rdhityazfa	181	hey.tam
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42	imam_xsiders	Imam syafi'i	89	erricganden	136	nandatalakua	183	fiettafyn
43	markwilsonjdjszfwqg	Mark	90	tuanmudasoleh1996	137	asetiabudi	184	kunes.kunes
44	taaraout248	Yaa Baqtiar	91	theasr4	138	zufanokids	185	mha0_4
45	goodbyeekiss		92	si_aceng24	139	styyyyyrrrrrr	186	anggitasari_ap
46	michael_suzukibogor	Michael Suzuki Bogor	93	yupabloooo	140	mizanmaulidan	187	asasqr

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377	andreanriskiii	ANDREAN	424	riskaunyii28	RizkaRosdiana	471	anindaarrofa123	anindaarrofa123/syang daus_ab	518	nacasatrio	aacn
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568	ashrilamrilah	ashril amrilah	615	kim_jr94	Kim Jr.	662	kayim09	Kayim Grey	707	kevin_dhanika	
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573	nauvaldzakwan	Nauval	620	alimurtopo	alimurtopo	667	tegar49	Tegar Kurniawan	712	jojosh0808	Josh
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582	sofianamelia	Sofia Amelia	629	maryam_aurabue	maryam aura oceane blue	676	ferdy.syh	F	721	nyonkjegeonk	Zulkifly
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591	chenil.why	Why Why Why	638	sukma		685	maddenlesss		730	nonchelseaa	
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593	kribowwnecistt	Kriboww Necistt	640	pak.irsyad	Koh	687	abecedehh	Achmad Baihaki Khaizan	732	sonny_kurnia_asikin	Sonny Kurnia Asikin
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596	xtysmirand	xtys	643	rirocha23	rirocha23	690	sxcf1554	russell	735	jaqlienelsym	á'Sá'Col'ÉYÉ'á'É' á'ÉYsE0 á'0á
597	adzaneeee	azan	644	asyer_chalvares		691	retna.wahyuni	Retna Wahyuni	736	anastasayaja_	
598	rawOngodog	ajan	645	ismail_02s	ismailsaputra	692	bibibiasaaja	nrbhb	737	15.atsal	atsal15
599	mnhdrli	M Handriansah	646	alfiansyah3257	Rudi Alfiansyah	693	gntr03	Muhammad guntur saputra	738	dafsyaeed	Daffa á'†
600	cumarakyat04	Aris Sunandar	647	harryn7418	00sf00"000000"00s,00"00	694	esprescoot	Je.	739	sry_winata06	surya winata
601	cupapimonyenyo		648	dwi_notonegoro	Dwi Notonegoro	695	anlrasyidd	anil	740	rullymarully	Mrlly
602	zekeew		649	romushababes	magist	696	sentana_21	I Gusti Made Sentana Putra	741	feeqgh	
603	dapur_kinanti08	Chika Ariesty	650	momvander28	á"m0	697	agl.agoy	Bang Agoy	742	andikaagr	
604	tygdhigoi_riki		651	remiansyhtamii22	Tamil Remiansyah	698	fandi_haryanto	Fandi haryanto	743	smps_n11	Wildhan Pratama
605	jojoaxlbass	Jo	652	elpeachcandy		699	rayyan.afiff		744	meindaprtwi	Meiiiit
606	beachniccream01	beachniccream01	653	wienong_95	Mulwina	700	markfiyatul_kubro	kiftiyah	745	she.beler	Ahmad N Fauzi
607	bagas.randhika	Bagas randhika	654	dyp	á"...É0á"ÉÉ	701	perjaka04terakhir	Dheday	746	ikatrian	Ika karmilia triandani
608	sii_rendy	rendy afrialdy	655	lee_48833	Lee Astronotdarat	702	lahakufalah	Falah Muhammad	747	pelatihcadangan	Asroful
609	iswan2108	iswan	656	mhenyng	0Y"	703	wandaaaay	á-"éá-ééá "éá-	748	flossed28	
610	Rcountss		657	medinanmecca	nadita	704	rahmatseannechristianto	Rahmat Seanne Christianto	749	gilangdesain	Jasa Desain Rumah
									750	rizalkanang22	Rizalkanang
									751	ziberrr5	malik

752	munawirali3	Munawir Ali	799	zahra_bahtiar08	Hikmah Bahtiar	846	bercahayaaaaaaa_	IstriIqbaal	893	lidhoo.o	Ridho Hasibuan
753	indah_pertiwiandi	Andi Indah Pertiwi Djain	800	adhistraridham	Ridham laqiya	847	rinba_raja	Nainggolan Raja	894	coro77_store	grosir kaos distro bojonegoro
754	drpowerhungry481	DRPowerHungry481	801	ahyar_mc	Ahyar	848	rifaldifauzi	Rifaldi Fauzi	895	sohibulwahaI998	Sohibul Wahai
755	aliftintons	aliftintons	802	oktarinoeka	Eka Oktarino	849	amy_brokoli	Amy	896	witthewinky	Wiwit Septiana 0YCE
756	fhaisal_putra	@inisaya	803	kaza9_88	Giyu Tomiyoka	850	mmughnii	muhammad mughni	897	imaaamm	Muhamad imam alvajar
757	sabianby_15		804	gawrong	GamisMurahJogja	851	agungpratamaard	Agung Pratama Aradea	898	muhamadpahmipirdau	Fhmi
758	muhammad_iqball129	Iqbal Muhammad	805	fakvy		852	10.syahrul	M Syahrul	899	alif_mb	mbrk
759	zihniaufr		806	okypilak	Oky Pilak	853	deniantonio	Deni Antonio	900	dimas.firmsyah	
760	nnnen_c		807	bobby_hosea3	bobby hosea prawira	854	afannudin	Afannudin	901	rocky_agiesta_gustam	Rocky Agiesta Gustam
761	antonhendrawan69	anton hendrawan	808	moon.cake	She-Her	855	rzksetiawann	Rizki Setiawan	902	ridho.ichwan	Ridho Ichwan S
762	gntz2105	travelfood hobbies	809	mithamalkan	Paramitha	856	maulanafahmi_g	Fahmi	903	sandy_benangmerah	jual-beli-sewa
763	diko.mandala	Diko Mandala Putra	810	jenz_jogang	mas_joe	857	nabilatiti	putri nabila	904	weaaakhumans	
764	ciga4rettes4fter.str3s		811	firdyansyahimam	Imam Firdyansyah	858	tiyansantang		905	sadowow	_MCHNRYSDW.
765	renogaa6	ren	812	ahmadrock2038	Ahmad Rock	859	aan_koga	Aan Koga	906	rohmat.rn147	mamat
766	bagus_and89	Bagus Andriansyah	813	kadekpranajaa	kadek	860	keafgan	Afgan Alawi	907	luginaarizky	
767	firmsentos03	Firman Sentoso	814	abelkoto		861	feby_sabrina	Feby Sabrina Yusuf	908	dezbikuriawan	Desbi Kurniawan
768	holla_faisal	Faisal Abdurrahman	815	rico_y.p	Rico Y.P	862	hallawyellow	â™†â™—â™—â™—â™—â™—â™—	909	bktn	storage
769	irinfauz	Muhammad Irfan	816	wathy_handoko	Setyawathy	863	rehan_0411	Rehan Pratama	910	dedemuna21	Dede Muna Hendrawana
770	radjadewana	radja dewana	817	yerrysober	LiveLifeInPeace	864	nadine008s	Nadine Alya	911	a.gifary.g	AhmadEgy
771	hermawan.gus	Gus Indra Hermawan	818	ranggasaputraaa09	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—	865	piko_07	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—	912	junky_candu	@JUNKY55
772	fadli_arc	fadli abdul rochman	819	hafizdlah	hafiz	866	gils.myboi	I'M NOT BADI	913	samsull_bahrul	Samsul Bahrul
773	rizalpriandy90s	ZaleJee	820	d_senja		867	amir700329	Amir 911	914	pergipun	Nenda Nur'aidin
774	rajiveffatah87	rajiv	821	malek_182		868	phade.gaul	phade.gaul	915	mhmdnahrowi16	
775	malik_nmaa	Noufan Malik	822	ben_aditya	Ben Aditya	869	pmngkas13	GILANGPM	916	wpdfdk	
776	syuaib_02	syuaib	823	ziddanprasestia	ziddan prasestia	870	mailo_rphis	mailoÂ™	917	r.putra27	putra_27
777	leobratakuh	leobratakuh	824	kk_dody	dody irawan	871	akbrfrds	AkbarFirdaus	918	irmasimanungkalit_dian	Irma Ardianty Simanungkalit
778	rizkinj	Rizki Nurjaman	825	lgenggg	Igeng	872	fahmiulumuddin	Fahmi Ulumuddin	919	duy.lbf	anhar musuh dilan
779	satuselabelas1.11	satu selabelas	826	fahmikausar92	Fahmi Kausar	873	srintilsrintul	oliphe	920	akbarfahmisyahab	Akbar Fahmi
780	devitahidayatiputri		827	bams_purwanto	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—	874	elmuhlisin_09	mohammadelmuhlisin26	921	zulkifliasnur	Zulkifli Asnur
781	bungdids	Diedra Rasyid	828	goenwin78	Eko Gunawan Asnawi	875	reereyeyy	â™—	922	anisaabd0n	AnnisaRahmaAbd0n
782	gusti.panji	Gusti Panji Saputra	829	irwantngr	irwan	876	ini_baguss	this is good	923	gira_dsc	Gira
783	radapramono		830	ridwansuja	Suja ridwan	877	strangerr.e		924	jasafollowgers	jasafollowgers
784	bad.habitttt	Ivan Prayogi	831	tikanadasanjaya	tikanadasanjaya	878	mwardi	Ahmad Mawardi	925	denismlnaakbr	Denismlnaakbr
785	vieeno_na70	vieeno_na70	832	mohamaddedee	Mohamad Dede	879	hilmijelek	H I L M I	926	ivannemiirr	Ivan Emir
786	nisfadiel	Nisfa	833	gegegeha		880	fathurnuwun_dobb	Fathurnuwun Dobb	927	mhdnggar	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—
787	jantuk_batuk	jantuk	834	hnrulaf	H	881	upligimang	Uplig Gimang	928	mangrove.academy	Mangrovers
788	pulang_soree	Abi rafi	835	uchu_labeso8833	Uchu Labeso	882	po.ooooo	Moch Ikhwan	929	adlptraa	Adil Putra Ayyubi
789	alfarizie934	Rizie	836	ba666us	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—	883	den.aldi_pratama	Denaldi Pratama	930	thitinfaud	Thitin Ferdiyanti Faud
790	jeфриwatu	Jeffry Watu	837	dwikskyz		884	nsoebow	YTIA	931	kkharka	KK
791	mhmdhaidar	darHead	838	ysufrrrr	yusufasoyyy	885	oscar_fredi	Oscar Fredi Tuwaidan	932	ahmad_akhkamsaadil	Rocker Rhapsody
792	abdhalim1992	ABDUL HALIM	839	adjibuyung	Adj. Buyung	886	srizaal	Rizal Syaifan	933	matahari.jingga	Matahari Jingga
793	radenzoel13	Aden Dwi Arriansyah	840	pragos_xzy11	xzyyyyyyyyyyygoss	887	budisptwn	Budi Septiawan	934	joe_ucll	Joe Uchiel
794	maulana_atte		841	zeptiadi	zepti can be fun	888	beatribang_		935	and.iikaaa	
795	srnoaja	Adi Firman	842	nanning	Nanang	889	rehannurabulillah		936	arik_aryuno1979	Gigagun
796	zhafirraajh		843	kurwan18	Kurniawan	890	jess.claudia	J	937	widoprima	Widho Chenon
797	haisenberg69	Pabloo Escobar	844	haymadet	Hay Madet	891	imn7mchtr	iman mochtar	938	ahmadsahrojii	
798	syhrlr.lar	Syhrlarr	845	fr3akyboy	â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—â™—	892	sndramonika	Sandra Monika	939	herman19syah	herman syah

Lampiran 3 Kuesioner

Tabel: Alat Ukur Iklan Sosial Media (Variabel X)

Dimensi Model						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1.	Saya mengetahui Vincent dan Desta karena sering melihatnya di berbagai media					
2.	Saya mengetahui Vindes Store karena menjual <i>merchandise</i> Vincent Desta					
3.	Saya merasa <i>image</i> Vincet dan Desta sangat sesuai dengan <i>branding</i> Vindes Store					
4.	Saya merasa karakter Vincent dan Desta sangat kuat pada produk Vindes Store					
5.	Saya mempercayai produk Vindes Store karena Vincent dan Desta sangat populer					
6.	Saya merasa Vincent dan Desta memiliki <i>image</i> positif yang membuat saya percaya dengan produk Vindes Store					
7.	Saya merasa Vincent dan Desta memiliki tingkat kreativitas yang tinggi					
8.	Saya merasa Vincent dan Desta menuangkan ide kreatifnya untuk produk Vindes Store					

Dimensi Pesan						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
9.	Saya merasa pesan yang disampaikan dalam iklan produk Vindes Store sangat jelas					
10.	Saya merasa pesan yang disampaikan dengan menggunakan bahasa sehari-hari lebih mudah diterima, seperti pada iklan produk Vindes Store					
11.	Saya merasa pokok bahasan pada iklan produk Vindes Store sangat mudah untuk dipahami oleh konsumen					
12.	Saya merasa Vindes Store menggunakan bahasa non-formal dalam mengiklankan produk untuk mempermudah konsumen dalam memahami					
13.	Saya merasa bahasa yang sehari-hari yang digunakan pada iklan produk Vindes Store menjadi bagian dari ciri khasnya					
14.	Saya merasa tagar / <i>hashtag</i> yang digunakan dalam iklan produk Vindes Store menjadi bagian dari ciri khasnya					
15.	Saya merasa tagar / <i>hashtag</i> yang digunakan dalam iklan produk Vindes Store sangat berguna bagi konsumen					

Dimensi Slogan						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
16.	Saya mengetahui bahwa “Kami menjual dan kamu membeli. Mari saling bertransaksi di #VindesStore!” merupakan slogan dari Vindes Store					
17.	Saya memahami maksud dari slogan Vindes Store					
18.	Saya merasa slogan Vindes Store mudah dipahami karena menggunakan bahasa sehari-hari					
19.	Saya merasa slogan Vindes Store mudah diingat					
20.	Saya merasa slogan Vindes Store mudah diingat karena menggunakan bahasa sehari-hari					
21.	Saya merasa slogan Vindes Store mudah diingat karena singkat, padat, dan jelas					
22.	Saya merasa slogan Vindes Store memiliki susunan bahasa yang tidak pasaran					
23.	Saya merasa slogan Vindes Store memiliki keunikan tersendiri					

Tabel: Alat Ukur Minat Beli (Variabel Y)

Dimensi Attention						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
48.	Saya merasa isi pesan pada iklan produk Vindes Store sangat atraktif					
49.	Saya merasa dengan isi pesan yang atraktif pada iklan produk Vindes Store meningkatkan minat beli konsumen					
50.	Saya merasa isi pesan pada iklan produk Vindes Store sangat unik dan kreatif					
51.	Saya merasa dengan isi pesan yang unik dan kreatif pada iklan produk Vindes Store meningkatkan minat beli konsumen					
52.	Saya merasa Vindes Store memiliki frekuensi iklan yang teratur hanya pada saat momen tertentu saja					
53.	Saya merasa desain produk maupun desain iklan produk Vindes Store sangat <i>eye catching</i>					
54.	Saya merasa desain pada produk Vindes Store sangat unik					
55.	Saya merasa produk Vindes Store memiliki berbagai desain yang menjadikan konsumen tertarik					
56.	Saya merasa ingin membeli semua produk Vindes Store karena memiliki desain yang unik dan berbeda-beda					

Dimensi Interest						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
57.	Saya merasa sosial media Instagram Vindes Store sangat efektif dalam mengiklankan produk					
58.	Likes dan komentar yang banyak membuktikan bahwa sosial media Instagram Vindes Store efektif dalam mengiklankan produk					
59.	Saya sebagai konsumen tertarik membeli produk Vindes Store karena desainnya unik					
60.	Saya sebagai konsumen tertarik membeli produk Vindes Store karena menyukai Vincent dan Desta					

Dimensi Desire						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
61.	Saya merasa informasi tentang produk Vindes Store pada sosial media Instagram sangat jelas dan lengkap					
62.	Saya dapat mengetahui informasi tentang produk Vindes Store dengan lengkap melalui sosial media Instagram					
63.	Saya dapat mencari tahu informasi yang saya inginkan melalui sosial media Instagram Vindes Store					
64.	Saya yakin bahwa produk Vindes Store yang diiklankan melalui sosial media Instagram tidak akan mengecewakan					
65.	Saya yakin bahwa produk Vindes Store yang diiklankan melalui sosial media Instagram sama dengan apa yang diiklankan					
66.	Saya yakin Vindes Store tidak akan mengecewakan saya dengan menjual barang berkualitas rendah					
67.	Saya yakin Vindes Store memperhatikan kualitas produk yang dijualnya					

Dimensi Action						
No.	Pernyataan	STS (1)	TS (2)	N (3)	S (4)	SS (5)
71.	Saya yakin tidak akan kecewa ketika membeli produk Vindes Store					
72.	Saya yakin bahwa produk Vindes Store yang saya beli akan berguna untuk sehari-hari					
73.	Saya tidak permasalahan harga produk Vindes Store, karena saya yakin bahwa harga produk Vindes Store sesuai dengan kualitas produk yang diberikan					

Lampiran 4 Profil Responden Uji Validitas & Uji Reliabilitas

No.	Nama Responden
1.	Sulthon
2.	Elisa Sundarita
3.	Shafa Nabilla Diaz Putri
4.	Zahrina Latifathul
5.	Raissa Almira
6.	Ganefo Arta Putra
7.	Nurul Fadilla
8.	Bunga Reda Swand
9.	Aulia Veni
10.	Tari Aldayani
11.	Azzahra Ayu Syafa
12.	Annisya Ridzka Fitriani
13.	Echa Melinda
14.	Mei Syah Dwi Supriyatin
15.	Shelena Putri
16.	Nabilla nahda
17.	Zalfaa khairunisa
18.	Sefan Angeline
19.	Nurnissa Maharani
20.	Lala



Lampiran 5 Profil Responden

No.	Nama Lengkap	Username	No.	Nama Lengkap	Username	No.	Nama Lengkap	Username
1	Fadiyah Almira Adelina	@fadiahalmiraaa	36	Nabilah nibras	@nabilahnbrs	71	Ricky Octavian	rickyk.r
2	Raehan andika maulana	@raehan_andika	37	William Octavianus	@willovi	72	Shelena Putri	@aechlns
3	Sefan Angeline	sefanangln	38	Ahmad Rusfany	ahmadrusfany	73	Salsanabila S	@salsnbl
4	Sulthon Nurislamy	@sulthon.is	39	Putri Umami Qolbi	@putri.uq	74	Widya kurniawati	v.widyaaa
5	Siti nurkholisah	15kho_	40	Rumi P.	alana.rumi	75	Eboooooooyy	@F.Iraonee
6	Yunita Srimenda Karo	yunitasrimendaa	41	Muhammad Fhadillah	@fadilahputraa	76	Zalfaa khairunisa	jal.paaaa
7	Nana	@tulang.chicken	42	Amanah Alfinayanti	alfiiianmw_	77	Darin Salma	@dawren__
8	Elisa Juyesmitha	@say.mynamels_	43	Gusti ananda	@gustiaf_	78	Anjani Mas Puspa	11_____km
9	Anggraini Raissa	@ratwentyone	44	khaula h	@eskrimatcha	79	Annis Nur Rahma	@anrdinaa
10	Aprillia Putri Indraswari	@aksarabulanapril	45	Ezra Melinda	@echamelnd	80	Dwi Nurchahyati	@byebadoodep
11	Cafa azzahra	@2ndcafaa	46	Yosua Novry	@yosua_novry	81	Ahmad suwandi	suwandyy_08
12	Gea Nurfajrina Ariani	Geariani	47	Ayoe	@baanaanaayupi	82	Angel stepani	pannillaaa
13	Frisil Octavia	@frisiloctaviaaaa	48	Meisya	@bb.meis	83	Chandra Idris	@chandidris96
14	Muhammad Habibi	@habibi_muhammad123	49	Nadya Alifa Putri S	@nadyalifaa	84	Aqilah syawalia	@chilaasp
15	Ade Rahmawati	@adebayiiii	50	Catharina nerissa	Ne.rissa	85	julia fairuz putri	juliarchkive
16	satria	striaaa.k	51	Nirmala Nur M	@nir.mala6	86	Edwin Hanggara	@edwinhanggara
17	Reda	strezberat	52	Wildan Auliya Azka	@wildan_kaka	87	Diah Eka Pertiwi	@notyourmxne
18	Achmad Fikri	@wdang.ronde	53	Yasmin kamilah	@nojammies	88	Laurensius Teddy	nerolcys_
19	Anjas Adriansyah	@hey_anjasmarah	54	Ahlul Wursita Kumar	wekanjayyy	89	Dinda Alya A	@dindalyya
20	Andika Yanuar	@dkynr	55	Ari Yudhanto	arydhnto_	90	Nadiya Fitriani	Nadiyaiyaiya
21	Ahmad Ghozali	@ahmdgoz	56	Aulia rahmi saputri	@yaaa2023	91	Gaby Aprilia A.	@gapridinsa
22	Arrahim M	@dialogNgiggau	57	Wahyu A. Nuskhan	@wahyu.wayyy	92	Safira Putri	fistihazaah
23	DZULFICHATIONY	@Dzulfitiony	58	Novita Kurnia Indriani	@nvtkrn_	93	Sheila Tri M	@itsreal27
24	Agung Maulana	@aggmlna	59	Abdullah Akram	@abdullahakram01	94	Tasya	tashaaakh
25	Rafli Pradipta Saksono	Pradiptarafli	60	Dimas Triananda	@dimmdimass	95	Ganefo Arta Putra	@ganefo.putra
26	Nurul	@nuy.uyyy	61	Almyra Rosedyana	almyrarose	96	Dani Arya	mhmmdnrynt
27	Zidane Ramadhan	zayd.zidane	62	Mutiara Kartika H	@rennamid19	97	Eka Aditya Indra	@ekadityaindra
28	Muhammad shidiq	Muhammadshidiqfeb	63	Tasya	@aysaturday	98	aulia veni	@venpen_
29	Rahendra Octa Prayoga	@rahendraocta	64	Mia	@wardaeka	99	Aditiya Rahmadi	Aditiya.rf
30	Komang	@efghijkomang	65	HAFIDZ AZMI U	hafidzamalii	100	Nabilla Nahda	@haranimbae
31	Putri Eka Hastari	@si_gemi	66	Nurunnabilah	nabillaxyn	101	Dias Atiadne	@diasardn_
32	Awwaludin Muhammad I	@awwaludin.mi	67	bella	bellahazzahra123	102	Asriningasih	@asri.ningsih1208
33	Daniel Christian Duta	@duta_erl	68	Muhamad Afrizal	izal afr	103	Rullia Restu	restu.prtw
34	Gahtra Ramadhan	@Gahtra	69	Irfan Maulana	@kunirfan21	104	Ayu Pratiwi	@aayuuajaa
35	Fadiyah Almira Adelina	@fadiahalmiraaa	70	Muhammad Iqbal M	iqballmaulana_fm	105	Tari Aldayani	lilymrcn0

106	Wulan Afrilia	lagikuliah_	146	Kristin Rambemanalu	@kristin.rambemanalu	186	khalidya	miftahkhalidya
107	Nurdiara Fadlila	@nurdiafddl	147	Selly samantha	@woweewowe	187	Leoni Kusuma D	@dewindralbia
108	Hanna Aisyah Putri	@hannaaisyahh	148	dwi rizky	@rkyarmnsyh_	188	Chelsea Novita	@nonachelsea
109	Hana Nur Pasha	@hanapashaa	149	Atika Khaerunnisa	@atikakhaerunnisa4	189	Anastasya Revina	@anastasyaja_
110	Oktovianus Gomes	@oktovianusgomes	150	Herlina heryana	@herlinaheryana	190	Meimi Pratiwi	@meinndaprtwi
111	Wildan Zamzami	@wheeldonezzz	151	Andini	@andinimaraa	191	Nisfa Adiola	@nisfadiel
112	Bulan Dwi Aryana	@bulanaryana	152	Sarah Aprilia	@sarahaprfl	192	Zahra Bahtiar	@zahra_bahtiar08
113	Maharani S I	Anothermaharr	153	Viona putri harvina	viona9236	193	Okta	oktaaviar_
114	Rio Nur Maulana	@riioo_nm	154	Santi uli	@sarueeee	194	Tika Nada S	@takanadasanjaya
115	Danny Nuryandy	danyanarr	155	Nabila Ulya	@ulyanabawea	195	Nabila Atika H	@nabilatiti
116	Muhammad Firdaus W	yudadahh	156	Ferry wibowo	@ferie_wibowo	196	Feby Sabrina	@feby_sabrina
117	Ney Hidayati	@neyhdyht	157	umar ali s	@umaruday	197	ayu hasthari	r.ayu.hasthari
118	Nuraida Irawan	@aydeda_	158	Zahra Nabilla	@mynamextx	198	Nadine Ulaya A.	@nadine008s
119	Evanda abdillah	evanspodung	159	Hilda Tikadewi	@innpone_ngab	199	sandra monika	sndramonika
120	Nur Maulana Yusuf	yusuff_248	160	Siti Maimunah	@ceritamina	200	Jessica claudia	@jess.claudia
121	shifa siti awaliyah	sifa_fsf	161	sonya felicia	@sonya_felicia	201	lulu khansa	luluaska_
122	Muhammad Naufal Najib	naufaloppai_	162	Ryana almira	@ryana1611	202	Irma S	@irmasidanungkalit_dian
123	Superta	@eta_rumimaleka	163	Andriani	@ndrianand_	203	Gira	@gira_dsc
124	Aulia Febriyanty	@aulia_fbr28	164	Ellen Mokodompit	@elleen_mokodompit	204	Alya shabrina	alya.shabrina
125	Kemilau Mohamad Rafil	@acmilau	165	nia jayanti	@nie_jy	205	syslye p.	syslyepanagiopoulou
126	Muhammad Faisal Abqari	@ffffffabqoribx	166	Raisha Putri	putriirrrr	206	Jessi paramitha	@jessiieeyay
127	Kezia Agatha Klemens	@potatoesavce	167	qotrun nada salsabilah	qotrunsalsabilah	207	Tri Wahyuningsih	@triewahyuningsihh
128	Arini Kusuma Ningtias	ariniknnn	168	Trisna Wulandari	trisna_woeland	208	Ririn diah t	@ririndt
129	Valent Erlangga	@pal.ennt	169	Chika	chikabernice	209	Lina Simajuntak	lina_simanjuntak03
130	Augustio Indra Mustaqim	august.indra	170	Yanti Astiantoro	@yantiantiantoro	210	Giovani D.	@giovidwi
131	Yudi alamsyah	yudialamsah_	171	Rahma herzania	@rahmmahezag	211	Riselle Putri M	@ae__riselle
132	Laras savitri	ayass210	172	Astri meida	@astrimeida1	212	Stefani citra	@citra_stefani
133	Muhamad Nizam Baskoro	basayiii	173	Dwi	dwhzm_	213	Nala n. putri	nalaniaputri
134	Gita Dwi Novianti	git_a.n	174	Siti Aisyah	sitifaisyah1949	214	lusi saraswati	@yupipey_
135	Vira Rahmita	@awkethcup	175	Nissa Maulida	@nissamaulida	215	Novita Irawati	@nov_dira
136	Raushan	mohrausyan	176	Ananda Dwi S	anandadwis	216	Dewi Suci	@dewisucisarihandayani
137	AMIEN ABDUL R	@AMINNAR_	177	Yuanita ip	@yuanitaiswariprabawa	217	Bertha Grace	@berthagrace4
138	Adisa Shahnaz Kamila	mybfun_	178	Stella Alfia	@_stellaalfia	218	Riva Wahab	@rivawahab
139	syifa kayla	@ciiipaaaul	179	isda dwi andiani	isdaandiani	219	Silva rachma	@silviarachmaa
140	Bunga Darmayanti	flowjuns	180	Nabila Arsynta	@nabilrasyy	220	Josephira	schatzi_808
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142	Aisyah	@buburayamrocker	182	Sofiana amelia	@sofianamelia	222	Daiys Alfarabii	@daiys.alfarabii
143	Aghata dwi putra	@aghataaipra	183	Ajeng Apriani	ajengada	223	Jessica Asmara	@jejemsmm
144	Dian S	@superboros	184	Hadita Putri	@_ivorosse_	224	Thalia Permata	@tla_shng
145	Dwi Shinta	@brandoexcelso_	185	Anggi Putri H	anggiputharr	225	Sri sari	@sr12banjaran

226	Martin Ruata	@martinkenken	266	Iskandar	@ai_iskandar_	306	Davi Anggara	@davigaradwika
227	Sastra Andhika	@saspradhika	267	Adnan garamatan	@adn.g1	307	revan rianto	@sunflowerere
228	Rizaldy Ramadhan	@rialdyrza_	268	Jimmy abdullah	@jimmyabdullah14	308	a. noer firdaus	@madinoer
229	Maulana	@shktixyou	269	Rakha Alrasyid	@rakhaalrasyd	309	Arif muhamad	arifmuda78
230	Daren Demilza	@dau.sx18	270	Febriansjah	@febxn_r	310	Farhan Rachman	@frhnrchmnd
231	Dwi Anggraini	mdwiangg	271	Ahmad putra	@ahmadputra33	311	Aziz Nasution	@zeeazize
232	Tony Bastiar	@tonybastiarr	272	Prasetyo Zadar putra	@prastyooo_	312	rhein michael	@anak_indie
233	Maaruf Awwaludin	@maarufmaarifofficial	273	bagus tamimi	@omtami_	313	Said hamzah	@saidhamzah_234
234	David Dede R	@swarakidung	274	Heru pratama	@heru.p_	314	Akbar dilaga	@akbardilagaaaa
235	adhitya cahya	@cahyaadhityaa	275	johan iswandy	@sendok_kakkar	315	Rahmad k	@rahmadkurniawaann
236	Arifin putra	@sanbetta.jogja	276	Arkadina insani taqwa	@arkainsani	316	Hidayat Taufik	@hidayat3779
237	Putra Miftahul	@dayasdailylife	277	Firman Ma'ruf	@firman_mrf_	317	Bintang Aditya	@starrompies
238	Hery Ramadhan	@petualangtanparumah	278	Andrew maruli	@andrewmaruli	318	bagas ravikassa	@ini.sibagas
239	Bagas Ari Wibowo	@bagasklebitz	279	M. Shauqi perdana	@shauqiperdana	319	muhammad iqbal	@mhdigball_
240	Trimanto irwan	@trimantoirwan29	280	mada'azizan	@ramadaziizan	320	Rifki alfian	@rifkiyalfian
241	Hidayatullah alamsyah	@daboelsss	281	Deja putra	@dejaputratama	321	Arsyad Nur F	@arsyadnrfjm_
242	Ilyas wahyudi	@ilyaswhd_	282	Revaldo Oscar	@revaldo_oscar	322	Fikri Ramadhani	@fikriramadhani
243	Lukman	@lnkrln_yyy	283	Tegar alif akbar	@tegarperjuangan	323	Alexander	@alexander.sulu
244	Yusuf akbar sy	@yusuff.idn	284	Fajar Septiadi	@f_septiadi	324	Rafi aldiansyah	@rafialdiansyah_
245	Moh.Thoha	@thoha97	285	muh. Adam	@adam_khsnn	325	Nauval Dzakwan	@nauvaldzakwan_
246	Iskandar Teguh	@is.tgh	286	Sutan syahril	@sutansyahril	326	Nasef Nugraha	@nasef.nugraha
247	Ardi Al Ghazali	@ardi_al_gazali	287	Arif muhamad	@arifmuda78	327	Jeffry ferdian	@jeffry_ferdian
248	Ifan Fauzi	@ifanfauzi_	288	Bagus saputra	@bagussaputra026	328	Rico ardian	@ricoardian_s
249	m. djasma	@muhamaddjasma	289	Fariqi muhammad	@fariqial	329	septian maulana	@septianmaulana1716
250	Ares antara	@ayes23_	290	rezhico oya	@impulsiveasf	330	Andre alief	@andrealief_
251	Desmawan asyari	@desmawan_asyari666	291	kevin anantha	@ohlokyy	331	Zaidan budiman	@zaidanbudiman
252	Setyo anandha	@setyo.anandha	292	M.Hasfi Fauzab	@hasfi_f71	332	Alfiansyah	@alfiansyah3257
253	Dandhi Ernawan	@fa.child	293	Fajar Zapra	@fazarjapra	333	I Gusti Made S. P	@sentana_21
254	Kenzo	@auntykeny11	294	Jose Manuel	@teeecun	334	Yufana Reynaldy	@yufanaaldy
255	Kenneth Martin	@kennethgreencwvnxhgvs	295	Amied Dul	@amieddul	335	Yoga Ari K	@kresnadiii
256	Rizky Maulana	@rizkymaul	296	Adinata	@adinata_45	336	Ivan Zamorano	@ivanzmno
257	M. Deka Al Khofi	@muhammad.dco	297	Avri putra	@avriputra	337	Andes riftiyo	@andesriftiyo
258	Misbahur Rahman	@missionmisbah	298	Nur Habibie	@nurbibi145	338	Andika agra z	@andikaagr
259	Tubagus irvan	@tbsgrvn	299	Refrint Artdina	@refrint.ardina	339	Ananda Yusuf Al	@alfarizie934
260	Fany Q	@panscrush	300	Hanung Bilal M	@hanum_bila	340	Jefry watu	@jefriwatu
261	Marcel adventino	@marcelvenno_	301	Aditya warman	@rock.adit	341	Abdul halim	@abdhalim1992
262	Khoerul Azam	@khoerullzmn_	302	Mustika rizky	@mustikarizky99	342	Rizki Maulana	@maulana_atte
263	Nurcholis majid	@nrchlsmjd	303	Jumiadi	@21zumeh	343	Zhafran Arjha	@zhafrarajh
264	Fajri Maruf	@_fjx.mx	304	Hamim Abdul Razak	@hamimtea	344	Salim Ahyar	@ahyar_mc
265	Rifki muhammad	@rifkimuhmmad_	305	Andi Haryanto	@andi_sutee	345	Ziddan Prasetya	@ziddanprasetya

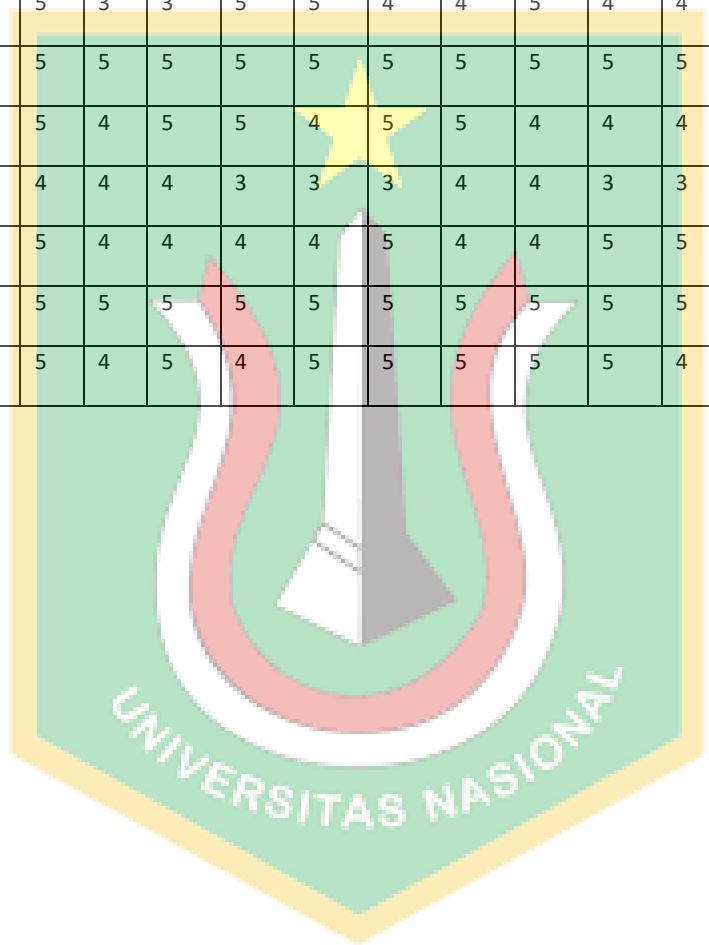
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349	Agung pratama	@agungpratamaard	367	Zulkifli asnur	@zulkifliasnur	385	Faisal Reza Akbar	@faisalrezaakbar
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351	Maulana Fahmi	@maulanafahmi_g	369	Adil Putra Ayyubi	@adlptraa	387	robert matthew	@sickobagiduoo
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353	Mawardi	@mwardi_	371	Ahmad sahojii	@ahmadsahojii	389	Umar Thalib	@umaruday
354	Oscar fredy	@oscar_fredy	372	Andra Drumas	@anzdraaa	390	Nurahman Ahmad	@ijul9.2
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356	Raihan Nur Abdillah	@_rehannurabdillah	374	Tegar Setiawan	@tegar_setiawan_	392	Michele Agustin	michelle235315
357	baidhowi alfad	@iidhoo.o	375	Fadil maulana	@fadilmlnaa	393	M. Egi firdaus	@mhmdfirdaus
358	Dimas Firmansyah	@dimas.firmnsyah	376	Rafi dirga maulana	rdirgam	394	Rizal Syaifan	@srizaal
359	Ridho ichwan	@ridho.ichwan	377	Febriansjah	@febriansjah_	395	andry tan	@andryonaria
360	agiesta gustam	@rocky_agiesta_gustam	378	Andry maulana	@andrymlna	396	raffa fariz a.	@raffa.oz
361	Rohmat raihanul	@rohmat.rn147	379	Lutfi Mustaqim	@lutfimustaqim	397	Naufel Hafiz	@naufelhafizd
362	Dezbi kurniawan	@dezbikurniawan	380	Erlangga Dimas	@erlanggad_j	398	Raffi maulana a.h	@raffimoulana_
363	Dede Muna Hendrayana	@dedemuna21	381	erik budi s	@abbeepic			



Lampiran 6 Data Responden Uji Validitas Yang Dientry SPSS (Variabel X)

Resp.	Iklan (X)																						
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5
2	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4
3	5	5	4	5	5	4	5	5	4	4	4	5	5	4	5	4	4	5	5	5	4	4	5
4	5	3	5	4	4	3	5	5	4	4	4	4	5	3	3	2	3	4	3	4	4	4	4
5	5	4	5	5	4	4	5	4	4	5	5	4	5	4	4	5	4	5	5	5	5	5	5
6	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4
7	5	5	4	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4
8	5	5	5	5	5	5	5	5	4	4	4	5	5	4	3	5	5	5	4	5	5	5	5
9	5	5	4	5	5	5	5	4	5	4	5	5	4	4	5	5	5	4	5	5	4	4	5
10	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5
11	5	4	4	4	5	5	5	5	4	4	4	5	5	3	3	3	4	4	4	4	4	3	3
12	5	4	4	5	5	4	3	4	3	3	4	5	3	4	4	5	4	4	4	5	4	4	5
13	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	3	4	4	4	4	4	4

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19	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
20	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	4	5	4	4	5	4	4



Lampiran 7 Data Responden Uji Validitas Yang Dientry SPSS (Variabel Y)

Resp.	Minat Beli (Z)																									
	Z1	Z2	Z3	Z4	Z5	Z6	Z7	Z8	Z9	Z10	Z11	Z12	Z13	Z14	Z15	Z16	Z17	Z18	Z19	Z20	Z21	Z22	Z23	Z24	Z25	Z26
1	5	4	5	5	5	5	5	4	4	5	5	5	4	5	2	4	5	5	5	5	5	5	5	5	4	4
2	4	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	4	5	4
3	4	5	5	5	4	4	5	4	4	5	5	4	4	4	5	4	5	4	5	5	5	4	4	4	4	4
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5	5	5	4	5	4	4	5	4	5	4	5	5	4	5	4	5	5	5	5	4	4	5	5	5	4	5
6	5	4	5	5	4	4	4	4	4	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
7	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
8	4	4	5	4	5	3	4	4	5	5	5	5	4	5	3	5	5	5	4	4	5	5	5	4	5	3
9	5	4	4	4	4	5	4	5	5	5	5	4	4	5	5	5	4	4	4	4	4	4	4	5	5	5
10	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
11	4	4	4	4	4	4	4	4	4	4	5	5	4	4	2	4	4	4	5	4	4	5	5	5	5	5
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17	3	4	4	4	4	3	4	4	4	4	4	4	3	4	4	4	3	3	3	4	3	4	4	4	4	3
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19	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
20	5	5	5	4	5	4	4	5	5	4	5	4	5	3	3	5	5	5	5	4	4	5	5	4	5	4



Lampiran 8 Hasil Output Uji Validitas Variabel X

		Correlations																								
		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	TOTAL	
X1	Pearson Correlation	1	.282	.563**	.282	.594**	.201	.379	.145	.433	.433	.254	.379	.523*	.156	-.093	.332	.358	.369	.373	.028	.254	.389	.229	.499*	
	Sig. (2-tailed)		.229	.010	.229	.006	.395	.100	.541	.056	.056	.279	.100	.018	.511	.695	.152	.121	.110	.105	.906	.279	.090	.332	.025	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X2	Pearson Correlation	.282	1	.143	.429	.358	.510*	.222	.184	.452*	.452*	.358	.517*	.190	.660**	.473*	.545*	.545*	.425	.592**	.358	.358	.423	.435	.674**	
	Sig. (2-tailed)	.229		.548	.059	.121	.022	.348	.436	.045	.045	.121	.020	.424	.002	.035	.013	.013	.062	.006	.121	.121	.063	.055	.001	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X3	Pearson Correlation	.563**	.143	1	.143	.358	.000	.517*	.369	.323	.711**	.215	-.074	.569**	.396	-.118	.248	.303	.595**	.118	-.072	.358	.423	.145	.461*	
	Sig. (2-tailed)	.010	.548		.548	.121	1.000	.020	.110	.165	.000	.363	.757	.009	.084	.619	.292	.195	.006	.619	.764	.121	.063	.542	.041	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X4	Pearson Correlation	.282	.429	.143	1	.358	.382	.222	.000	.194	.323	.358	.517*	.190	.396	.355	.446*	.303	.425	.710**	.789**	.502*	.423	.580**	.627**	
	Sig. (2-tailed)	.229	.059	.548		.121	.096	.348	1.000	.413	.165	.121	.020	.424	.054	.125	.049	.195	.062	.000	.000	.024	.063	.007	.003	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X5	Pearson Correlation	.594**	.358	.358	.358	1	.588**	.422	.426	.149	.149	.295	.719**	.374	.225	.202	.512*	.638**	.503*	.439	.281	.439	.254	.233	.623**	
	Sig. (2-tailed)	.006	.121	.121	.121		.006	.064	.061	.530	.530	.207	.000	.104	.340	.393	.021	.002	.024	.053	.231	.053	.279	.323	.003	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X6	Pearson Correlation	.201	.510*	.000	.382	.588**	1	.369	.395	.254	.254	.563*	.764**	.293	.424	.380	.548*	.648**	.394	.591**	.460*	.690**	.427	.233	.703**	
	Sig. (2-tailed)	.395	.022	1.000	.096	.006		.110	.085	.281	.281	.010	.000	.210	.063	.098	.012	.002	.086	.006	.041	.001	.060	.324	.001	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X7	Pearson Correlation	.379	.222	.517*	.222	.422	.369	1	.553*	.461*	.595**	.319	.237	.764**	.150	.135	.149	.469*	.676**	.379	.126	.467*	.349	.120	.590**	
	Sig. (2-tailed)	.100	.348	.020	.348	.064	.110		.011	.041	.006	.171	.315	.000	.528	.572	.532	.037	.001	.099	.597	.038	.131	.615	.006	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X8	Pearson Correlation	.145	.184	.369	.000	.426	.395	.553*	1	.017	.350	.315	.362	.701**	.307	.122	.013	.391	.504*	.122	.056	.500*	.218	-.112	.443	
	Sig. (2-tailed)	.541	.436	.110	1.000	.061	.085	.011		.944	.130	.177	.117	.001	.188	.608	.957	.089	.023	.608	.816	.025	.355	.637	.050	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X9	Pearson Correlation	.433	.452*	.323	.194	.149	.254	.461*	.017	1	.649**	.370	.194	.246	.466*	.311	.229	.356	.330	.525*	.149	.240	.331	.157	.527**	
	Sig. (2-tailed)	.056	.045	.165	.413	.530	.281	.041	.944		.002	.109	.413	.296	.038	.183	.332	.123	.155	.018	.530	.308	.154	.508	.017	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X10	Pearson Correlation	.433	.452*	.711**	.323	.149	.254	.595**	.350	.649**	1	.499*	.060	.589**	.705**	.311	.318	.356	.638**	.525*	.149	.499*	.459*	.157	.677**	
	Sig. (2-tailed)	.056	.045	.000	.165	.530	.281	.006	.130	.002		.025	.801	.006	.001	.193	.171	.123	.002	.018	.530	.025	.042	.508	.001	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X11	Pearson Correlation	.254	.358	.215	.358	.295	.563**	.319	.315	.370	.499*	1	.467*	.387	.570**	.511*	.482*	.577**	.350	.748**	.583**	.712**	.594**	.349	.738**	
	Sig. (2-tailed)	.279	.121	.363	.121	.207	.010	.171	.177	.109	.025		.038	.092	.009	.021	.031	.008	.131	.000	.007	.000	.006	.131	.000	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	
X12	Pearson Correlation	.379	.517*	-.074	.517*	.719**	.764**	.237	.362	.194	.060	.467*	1	.242	.287	.379	.456*	.594**	.325	.624**	.571**	.615**	.349	.270	.657**	
	Sig. (2-tailed)	.100	.020	.757	.020	.000	.000	.315	.117	.413	.801	.038		.305	.221	.099	.043	.006	.162	.003	.009	.004	.131	.250	.002	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	

X13	Pearson Correlation	.523*	.190	.569**	.190	.374	.293	.764**	.701**	.246	.589**	.387	.242	1	.198	-.031	.101	.348	.593**	.283	-.006	.514*	.349	-.051	.533*
	Sig. (2-tailed)	.018	.424	.009	.424	.104	.210	.000	.001	.296	.006	.092	.305		.402	.895	.672	.133	.006	.227	.979	.021	.132	.830	.016
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X14	Pearson Correlation	.156	.660**	.396	.396	.225	.424	.150	.307	.466*	.705**	.570**	.287	.198	1	.678**	.632**	.503*	.581**	.569**	.358	.570**	.495*	.348	.731**
	Sig. (2-tailed)	.511	.002	.084	.084	.340	.063	.528	.188	.038	.001	.009	.221	.402		.001	.003	.024	.007	.009	.122	.009	.027	.132	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X15	Pearson Correlation	-.093	.473*	-.118	.355	.202	.380	.135	.122	.311	.311	.511*	.379	-.031	.678**	1	.566**	.451*	.380	.608**	.439	.392	.210	.312	.564**
	Sig. (2-tailed)	.695	.035	.619	.125	.393	.098	.572	.608	.183	.183	.021	.099	.895	.001		.009	.046	.098	.004	.053	.087	.374	.180	.010
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X16	Pearson Correlation	.332	.545*	.248	.446*	.512*	.548*	.149	.013	.229	.318	.482*	.456*	.101	.632**	.566**	1	.777**	.607**	.566**	.413	.582**	.547*	.523*	.730**
	Sig. (2-tailed)	.152	.013	.292	.049	.021	.012	.532	.957	.332	.171	.031	.043	.672	.003	.009		.000	.005	.009	.071	.007	.013	.018	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X17	Pearson Correlation	.358	.545*	.303	.303	.638**	.648**	.469*	.391	.356	.356	.577**	.594**	.348	.503*	.451*	.777**	1	.612**	.552*	.395	.577**	.477*	.368	.786**
	Sig. (2-tailed)	.121	.013	.292	.292	.002	.002	.037	.089	.123	.123	.008	.006	.133	.024	.046	.000		.004	.012	.085	.008	.033	.110	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X18	Pearson Correlation	.369	.425	.595**	.425	.503*	.394	.676**	.504*	.330	.638**	.360	.325	.593**	.581**	.380	.607**	.612**	1	.521*	.332	.690**	.637**	.448*	.793**
	Sig. (2-tailed)	.110	.062	.006	.062	.024	.086	.001	.023	.155	.002	.131	.162	.006	.007	.098	.005	.004		.019	.152	.001	.003	.048	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X19	Pearson Correlation	.373	.592**	.118	.710**	.439	.591**	.379	.122	.525*	.525*	.748**	.624**	.283	.569**	.608**	.566**	.552*	.521*	1	.796**	.629**	.560*	.552*	.839**
	Sig. (2-tailed)	.105	.006	.619	.000	.053	.006	.099	.608	.018	.000	.003	.227	.009	.004	.009	.012	.019		.000	.003	.010	.012	.000	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X20	Pearson Correlation	.028	.358	-.072	.789**	.281	.460*	.126	.056	.149	.149	.583**	.571**	-.006	.358	.439	.413	.395	.332	.796**	1	.583**	.537*	.669**	.614**
	Sig. (2-tailed)	.906	.121	.764	.000	.231	.041	.597	.816	.530	.530	.007	.009	.979	.122	.053	.071	.085	.152	.000		.007	.015	.001	.004
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X21	Pearson Correlation	.254	.358	.358	.502*	.439	.690**	.467*	.500*	.240	.499*	.712**	.615**	.514*	.570**	.392	.582**	.577**	.690**	.629**	.583**	1	.735**	.349	.821**
	Sig. (2-tailed)	.279	.121	.121	.024	.053	.001	.038	.025	.308	.025	.000	.004	.021	.009	.087	.007	.008	.001	.003	.007		.000	.131	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X22	Pearson Correlation	.389	.423	.423	.423	.254	.427	.349	.218	.331	.459*	.594**	.349	.349	.495*	.210	.547*	.477*	.637**	.560*	.537*	.735**	1	.772**	.730**
	Sig. (2-tailed)	.090	.063	.063	.063	.279	.060	.131	.355	.154	.042	.006	.131	.132	.027	.374	.013	.033	.003	.010	.015	.000		.000	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
X23	Pearson Correlation	.229	.435	.145	.580**	.233	.233	.120	-.112	.157	.157	.349	.270	-.051	.348	.312	.523*	.368	.448*	.552*	.669**	.349	.772**	1	.547*
	Sig. (2-tailed)	.332	.055	.542	.007	.323	.324	.615	.637	.508	.508	.131	.250	.830	.132	.180	.018	.110	.048	.012	.001	.131	.000		.013
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
TOTAL	Pearson Correlation	.499*	.674**	.461*	.627**	.623**	.703**	.590**	.443	.527*	.677**	.738**	.657**	.533*	.731**	.564*	.730**	.786**	.793**	.839**	.614**	.821**	.730**	.547*	1
	Sig. (2-tailed)	.025	.001	.041	.003	.003	.001	.006	.050	.017	.001	.000	.002	.016	.000	.010	.000	.000	.000	.000	.004	.000	.000	.013	
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

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

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

Z15	Pearson Correlation	.149	.300	.097	.191	-.191	.318	.083	.200	.191	.292	-.100	.000	.333	.161	1	.292	.000	-.081	.161	.479*	.000	.000	-.403	.081	.292	.298	.322
	Sig. (2-tailed)	.531	.199	.683	.421	.421	.172	.727	.398	.421	.212	.675	1.000	.151	.497		.212	1.000	.736	.497	.033	1.000	1.000	.078	.735	.212	.202	.166
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z16	Pearson Correlation	.542*	.171	.375	.408	.408	.272	.143	.599**	.816**	.375	.257	.104	.321	.345	.292	1	.589**	.518*	.518*	.328	.345	.492*	.173	.277	.583**	.223	.662**
	Sig. (2-tailed)	.014	.471	.103	.074	.074	.246	.548	.005	.000	.103	.274	.663	.169	.136	.212		.006	.019	.019	.158	.136	.027	.467	.237	.007	.344	.001
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z17	Pearson Correlation	.623**	.382	.589**	.594**	.594**	.254	.467	.382	.424	.416	.507*	.151	.319	.215	.000	.589**	1	.789**	.789**	.520*	.645**	.503*	.358	.295	.242	.225	.742**
	Sig. (2-tailed)	.003	.096	.006	.006	.006	.279	.038	.096	.062	.068	.023	.525	.171	.363	1.000	.006		.000	.000	.019	.002	.024	.121	.207	.303	.340	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z18	Pearson Correlation	.660**	.266	.345	.338	.507*	.282	.222	.266	.338	.173	.620**	.358	.369	.143	-.081	.518*	.789**	1	.571**	.425	.571**	.764**	.429	.502*	.518*	.396	.707**
	Sig. (2-tailed)	.002	.257	.136	.145	.022	.229	.348	.257	.145	.467	.004	.121	.109	.548	.736	.019	.000		.008	.062	.008	.000	.059	.024	.019	.084	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z19	Pearson Correlation	.660**	.443	.690**	.676**	.338	.563**	.665**	.443	.507*	.518*	.443	.358	.517*	.286	.161	.518*	.789**	.571**	1	.595**	.714**	.595**	.286	.215	.173	.396	.833**
	Sig. (2-tailed)	.002	.050	.001	.001	.145	.010	.001	.050	.022	.019	.050	.121	.020	.222	.497	.019	.000	.008		.006	.000	.006	.222	.363	.467	.084	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z20	Pearson Correlation	.361	.179	.533*	.704**	.302	.536*	.325	.179	.101	.533*	.242	.162	.325	.255	.479*	.328	.520*	.425	.595**	1	.595**	.414	-.085	.332	.328	.204	.642**
	Sig. (2-tailed)	.118	.450	.015	.001	.196	.015	.162	.450	.673	.015	.303	.495	.162	.278	.033	.158	.019	.062	.006		.006	.069	.722	.152	.158	.388	.002
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z21	Pearson Correlation	.396	.089	.690**	.507*	.338	.423	.517*	.266	.338	.690**	.443	.502*	.369	.429	.000	.345	.645**	.571**	.714**	1	.595**	.286	.215	.345	.264	.727**	
	Sig. (2-tailed)	.084	.710	.001	.022	.145	.063	.020	.257	.145	.001	.050	.024	.109	.059	1.000	.136	.002	.008	.000	.006		.006	.222	.363	.136	.261	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z22	Pearson Correlation	.581**	.242	.492*	.302	.302	.378	.242	.503*	.287	.601**	.690**	.378	.255	.000	.492*	.503*	.764**	.595**	.414	.595**	1	.425	.350	.492*	.267	.718**	
	Sig. (2-tailed)	.007	.303	.027	.196	.196	.196	.101	.303	.024	.220	.005	.001	.101	.278	1.000	.027	.024	.000	.006	.069	.006		.062	.131	.027	.255	.000
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z23	Pearson Correlation	.528*	.266	.173	.338	.169	.141	.222	.089	.169	.000	.443	.358	.074	.000	-.403	.173	.358	.429	.286	-.085	.286	.425	1	.502*	.173	.396	.397
	Sig. (2-tailed)	.017	.257	.467	.145	.476	.554	.348	.710	.476	1.000	.050	.121	.757	1.000	.078	.467	.121	.059	.222	.722	.222	.062		.024	.467	.084	.083
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z24	Pearson Correlation	.702**	.151	-.069	.424	-.085	.452*	.126	-.151	.085	-.069	.560*	.281	.022	.072	.081	.277	.295	.502*	.215	.332	.215	.350	.502*	1	.450*	.702**	.503*
	Sig. (2-tailed)	.001	.525	.772	.082	.722	.045	.597	.525	.722	.772	.010	.231	.928	.764	.735	.237	.207	.024	.363	.152	.363	.131	.024		.046	.001	.024
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z25	Pearson Correlation	.383	-.043	.167	.000	.204	.272	-.214	.385	.408	.167	.471*	.277	.499*	.000	.292	.583*	.242	.518*	.173	.328	.345	.492*	.173	.450*	1	.383	.510*
	Sig. (2-tailed)	.096	.858	.482	1.000	.388	.246	.365	.094	.074	.482	.036	.237	.025	1.000	.212	.007	.303	.019	.467	.158	.136	.027	.467	.046		.096	.022
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
Z26	Pearson Correlation	.634**	.311	-.096	.312	-.156	.625**	.259	.311	.156	.064	.508*	.305	.396	.132	.298	.223	.225	.396	.396	.204	.264	.267	.396	.702**	.383	1	.571**
	Sig. (2-tailed)	.003	.182	.688	.180	.511	.003	.270	.182	.511	.789	.022	.192	.084	.579	.202	.344	.340	.084	.084	.388	.261	.255	.084	.001	.096		.009
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
TOTAL	Pearson Correlation	.786**	.458*	.604**	.608**	.436	.680**	.622**	.602**	.693**	.592**	.648*	.551*	.592**	.475*	.322	.662*	.742**	.707**	.833**	.642**	.727**	.718**	.397	.503*	.510*	.571**	1
	Sig. (2-tailed)	.000	.042	.005	.004	.055	.001	.003	.005	.002	.006	.002	.012	.006	.034	.166	.001	.000	.000	.000	.002	.000	.000	.000	.083	.024	.022	.009
	N	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

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

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

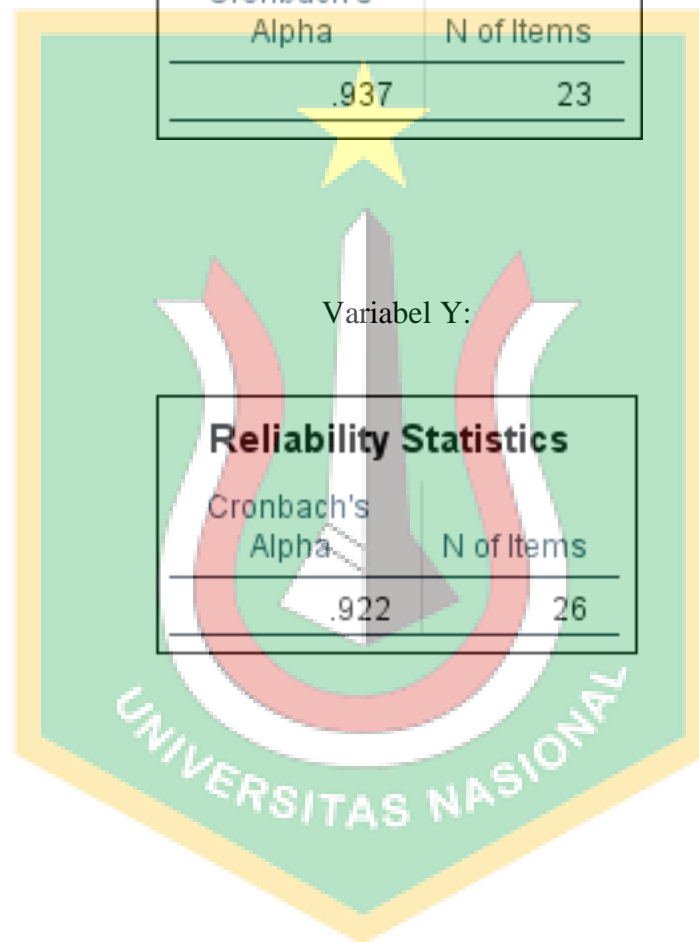
Lampiran 10 Hasil Output Uji Reliabilitas Variabel X dan Y

Variabel X:

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	23

Variabel Y:

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	26



Lampiran 11 Data Responden Riset Yang Dientry SPSS (Variabel X)

Responden	Iklan (X)																							
	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	X19	X20	X21	X22	X23	
1	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	3	4	4	3	3	4	4	4
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	5	4	4	5	4	5	5	5	4	4	5	5	4	5	4	5	5	5	4	3	3	5	4	4
4	5	4	5	5	5	5	5	5	4	4	4	4	5	5	4	4	4	5	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4
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Lampiran 12 Data Responden Yang Dientry SPSS (Variabel Y)

esponde	Minat Beli (Z)																						
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398	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Lampiran 13 Hasil Turnitin

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Lampiran 14 Konsultasi Bimbingan APPSTA



UNIVERSITAS NASIONAL FAKULTAS ILMU SOSIAL DAN ILMU POLITIK

S1- Ilmu Politik, S1- Hubungan Internasional, S1- Ilmu Administrasi Negara,
S1- Sosiologi, dan S1- Ilmu Komunikasi

Jl. Sawo Manila No. 61 Pejaten, Pasar Minggu, Jakarta 12520 Telp. (021) 78833307, 7806700 (Hunting) Fax. 7802718, 7802719

















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KONSULTASI BIMBINGAN		
Npm	: 193516516344	
Nama	: REVIKA EGMAR DWIPUTRI	
Program Studi	: Ilmu Komunikasi	
Konsentrasi	: Periklanan	
KONSULTASI PEMBIMBING PROPOSAL		
Tanggal	Materi Konsultasi	Status
10 October, 2022	judul dan latar belakang penelitian	Sudah Ditanggapi
KONSULTASI PEMBIMBING TUGAS AKHIR		
Tanggal	Materi Konsultasi	Status
21 December, 2022	revisi 1 pasca sidang	Sudah Ditanggapi
17 May, 2023	revisi 2 pasca sidang: - melengkapi latar belakang - melengkapi teori dan konsep - mencantumkan pertanyaan untuk kuesioner	Sudah Ditanggapi
10 June, 2023	revisi 3 pasca sidang: 1. menambahkan variabel penelitian 2. mengubah novelty/kebaruan penelitian 3. melengkapi konsep dan tabel operasional konsep 4. mengubah teknik analisis data 5. melengkapi kuesioner	Sudah Ditanggapi
11 July, 2023	revisi 4 pasca sidang: 1. mengganti judul 2. menambahkan data responden 3. mengganti kuesioner	Sudah Ditanggapi

Tanggal	Materi Konsultasi	Status
13 July, 2023	revisi 5 pasca sidang: <ol style="list-style-type: none"> 1. revisi bab 1-3 2. kuesioner 	Sudah Ditanggapi
14 July, 2023	revisi 6 pasca sidang: <ol style="list-style-type: none"> 1. sudah melakukan uji validitas 2. sudah melakukan uji reliabilitas 	Sudah Ditanggapi
27 July, 2023	revisi 7 pasca sidang: <ol style="list-style-type: none"> 1. sudah melakukan uji analisi data 2. melengkapi lampiran 	Sudah Ditanggapi
27 July, 2023	revisi 8 pasca sidang (final): <ol style="list-style-type: none"> 1. sudah melengkapi pembahasan dan menghubungkannya dengan teori serta membuktikan teori tersebut 	Sudah Ditanggapi



Lampiran 15 SKPI

DATA SKPI - UNIVERSITAS NASIONAL		Jenis Kompetensi				
Nomor	Uraian Kegiatan	Skor	Dokumen	Status	Tools	
1	Bendahara Panitia Workshop dan Festival Film Pelajar 2021	300		Disetujui		
2	Bendahara Latihan Dasar Kepemimpinan 2021	250		Disetujui		
3	Panitia Workshop Kelas Menulis Batch 1	100		Disetujui		
4	Sekretaris Workshop Fotografi Pekan Raya Komunikasi 2021	100		Disetujui		
5	Biro Minat dan Bakat Advertising HIMAKOM 2020-2021	150		Disetujui		
6	Peserta Webinar Nasional Sabha Gotrea 2021	200		Disetujui		
7	Peserta Webinar Nasional Era Konvergensi Media & Iklan 2021	200		Disetujui		
8	Bendahara Himpunan Mahasiswa Ilmu Komunikasi Fotografi (HIFI) 2020-2021	200		Disetujui		

Jumlah Skor	
KPP	:0
KPL	:400
KPT	:1100
Skor yang Disetujui	:1500

Lampiran 16 Daftar Riwayat Hidup



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Agama : Islam
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Status Mahasiswa : Reguler 2019
Prodi/Konsentrasi : Ilmu Komunikasi/Periklanan