

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion of the Research

This chapter provides a conclusion from finding and discussion presented in the previous chapter. The purpose of this research is to find about brand awareness that listeners have in an advertisement by using the radio. This research gets 430 questionnaires from people in Padang city. From the data that has been collected, a number of conclusions can be drawn

5.2 Implication of Research

1. For the Researcher.

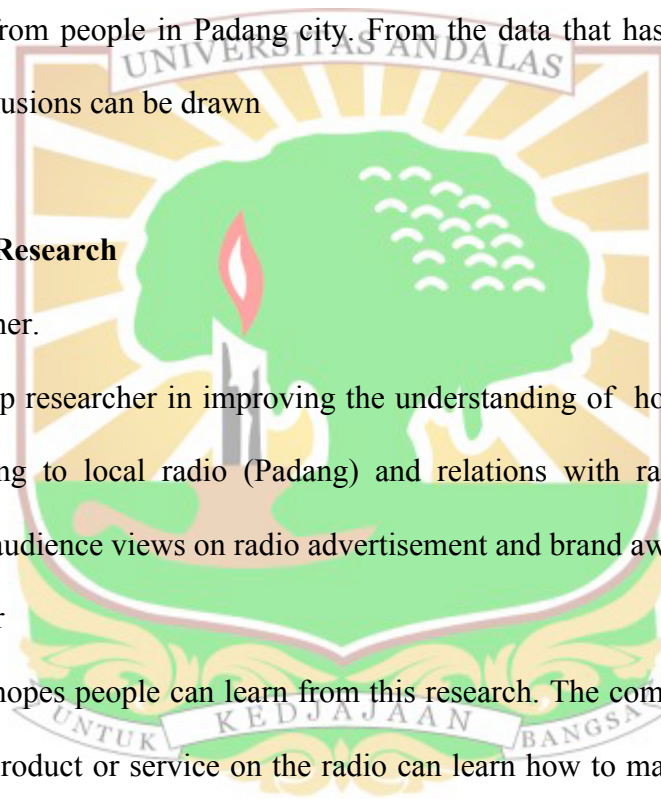
This finding help researcher in improving the understanding of how the response of people in Padang to local radio (Padang) and relations with radio advertisement characteristics, audience views on radio advertisement and brand awareness.

2. Academic sector

The researcher hopes people can learn from this research. The company who want to advertise their product or service on the radio can learn how to make advertisements be attractive and radio also can learn how to make the advertisement more attractive so people always want to hear the advertisement. Because if the listener wants to hear an advertisement, the company will advertise their product or service on the radio.

3. For business

Radio in the city of Padang can use the results of research as a consideration for advertising strategies. In this study there is an assessment of the listener who can be a benchmark for radio in making information. When radio uses this research as a



consideration to create advertisements, it will create listener involvement. By utilizing the judgment of the listeners, it will create and increase listeners who are loyal to the radio. With the increase in the listener of a company the company will also be interested in advertising the product or service on the radio. Through this research the company can also collaborate with the radio in making advertisements about advertisements such as what the listener wants to hear and even make listeners take action to buy the product. And this is the recommendations based on research result:

- a. Based on the results, listeners have a high value of radio advertisement characteristic. Because the advertisement has the highest score, listeners prefer the combination of words and music than just the words in the advertisement. And the voices of male or female do not affect the listener. for radio in the city of Padang can combining words and music so the listeners still listen to the advertisement in radio.
- b. Based on the results, the radio advertisement variable has the highest average value among other variables. The listener believes that the message advertised on the radio relates to the existing product or service. While the lowest value is listeners only listen to commercials on the radio. The recommendation for the radio is the radio must make advertisements according to the advertising characteristics as investigated by researchers. Advertising characteristics such as the use of vocal pitch, accents, music and sound effects and gender of announcer and make the advertisement with information based on the product or services in detail so listeners will always listen to radio advertisements.
- c. Based on the results, on the brand awareness variable, listeners are easy to remember advertisements on the radio. But listeners cannot remember the logo from the ad on the radio. That's because radio only have sound and the

listeners can't see what the logo looks like. Radio has to describe how the logo in detail so listeners will easily get the product.

5.3 Limitations of the Research

The researcher realized that the result of this still needs to improve and has to fix it; this result also had various limitations that might affect the desired result. Therefore, this limitation is expected to bridge to further research to overcome this limitation. Some limitations in this research include: This research only examined people in Padang city, while the listeners of the radio are not only in Padang. This research only examined characteristics in radio about vocal pitch, gender, music, and accent. While in fact there is so many characteristics that can impact to an advertisement on the radio

5.4 Recommendation of the Research

Based on the conclusions and limitations that the researchers have described above, then there are several suggestions that can be utilized for researchers after this, that is:

1. The next researcher, hoped that can expand the scope of its research, especially to make West Sumatra or even Indonesia the object of further research so that it can have a positive impact for the company if they want to use radio to promote their product or service.
2. For the next researcher, hoped the researcher can increase the number of samples and expand the diversity of samples so they can truly represent the population in this study and the results can be more accurate.

3. For the next research, the research can identify and add other variables that are relevant and related to Brand Awareness in an advertisement by using Radio.

