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**PENGARUH STRATEGI PENGIKLANAN HIJAU TERHADAP
KETERLIHATAN DALAM MEDIA SOSIAL**



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**SARJANA SAINS (PENGURUSAN MEDIA)
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2019**



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Kebenaran Menggunakan Tesis

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Abstrak

Pengiklanan hijau di Malaysia semakin mendapat perhatian sejak kebelakangan ini. Pengiklanan hijau adalah sebahagian daripada pendekatan baharu sebagai saluran komunikasi pemasaran bagi organisasi produk hijau. Lantaran itu, media sosial telah digunapakai oleh pengusaha bagi memastikan aktiviti pengiklanan dapat dipertingkatkan. Kebanyakan organisasi menggarapkan strategi pemasaran dalam melaksanakan pengiklanan produk hijau mereka. Kajian ini dijalankan untuk meneliti pengaruh strategi pengiklanan hijau terhadap keterlihatan iklan yang mengaplikasikan saluran media sosial dalam aktiviti pemasaran mereka. Kajian ini juga melihat kepada mesej iklan yang disampaikan kepada pengguna dan keterlihatan periklanan hijau dalam media sosial. Kajian ini menggunakan pendekatan elemen pemasaran campuran oleh Kotler (2000) (iaitu produk, harga, promosi dan tempat serta Model Kesan Hierarki oleh Lavidge dan Steiner (1961) bagi melihat keterlihatan dalam media sosial. Kajian ini dijalankan dengan menggunakan kaedah temu bual semi struktur dan pemerhatian. Seramai tiga orang pengusaha dan tujuh orang pengguna telah ditemu bual untuk menjawab persoalan kajian. Data dianalisis menggunakan teknik analisis tematik dan kaedah penelitian netnografi bagi meneliti strategi pemasaran yang digunakan oleh pengusaha pengiklanan produk hijau di media sosial. Hasil kajian mendapati pengusaha mengendalikan pengiklanan hijau dengan menggarapkan elemen pemasaran sebagai strategi pengiklanan. Selain itu, mesej yang disampaikan kepada pengguna dalam media sosial adalah jelas. Kandungan mesej turut mempunyai daya tarikan yang tersendiri dari segi visual. Elemen keterlihatan terbahagi kepada lima, iaitu pembinaan laman perniagaan, pembentukan komuniti, pengurusan kandungan maklumat terkini, penganalisan sikap pengguna dan pengoptimuman peluang pasaran. Berdasarkan jawapan yang diberikan oleh kedua-dua pihak informan, strategi pengiklanan hijau oleh pengusaha telah membantu pengguna untuk mendapatkan maklumat yang tepat. Penggunaan Model Kesan Hierarki menunjukkan keterlihatan pengiklanan hijau dalam media sosial.

Kata kunci: Pengiklanan hijau, Produk hijau, Keterlihatan, Media sosial.

Abstract

Recently, green advertising in Malaysia has been gaining more attention. Green advertising is part of a new approach as a marketing communications channel for green product organisations. Consequently, social media has been used by entrepreneurs to ensure that advertising activities can be enhanced. Most entrepreneurs utilised marketing strategies in implementing their green product advertising. This study was conducted to examine the impact of the green advertising strategy on the visibility of advertisement applying social media channels in their marketing activities. This study also looks at the advertisement message delivered to users and the visibility of green advertising in social media. This study uses a mix marketing element approach by Kotler (2000) namely product, price, promotion and place and the Hierarchical Impact Model by Lavidge and Steiner (1961) to see the visibility in social media. This study was conducted using semi structural interview and observation methods. A total of three entrepreneurs and seven consumers were interviewed to answer the research questions. The data obtained were analyzed using thematic analysis technique and netnographic method to examine the marketing strategies by green product advertising entrepreneurs in social media. The findings show that entrepreneurs implement the green advertising by utilising the mix marketing elements as a strategy tool. Additionally, messages delivered to users in social media are clear. The content of the messages also has a distinctive visual. The visibility is divided into five elements namely development of a business sites, formation of community, management of updated information content, analysis of consumer attitude and optimization of market opportunity. Based on the responses given by both sides of the informants, mix marketing strategies by entrepreneurs has assisted the consumers to get reliable information. The use of Hierarchical Impact Model demonstrates the visibility of green advertising in social media.

Keywords: Green advertising, Green product, Visibility, Social media

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Senarai Singkatan

FTC	-	Federal Trade Commission
IMC	-	Integrated Marketing Communication
KDNK	-	Keluaran Dalam Negara Kasar
SKMM	-	Suruhanjaya Komunikasi dan Multimedia Malaysia
MKH	-	Model Kesan Hierarki



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BAB SATU

PENGENALAN

Bab ini akan menjelaskan latar belakang kajian dan turut dibincangkan termasuklah pernyataan masalah, persoalan kajian, objektif kajian, definisi konsep serta di akhir bab ini signifikan kajian penyelidikan.

1.1 Pendahuluan

Di Malaysia, kempen ke arah mendekati budaya “hijau” semakin mendapat sambutan oleh organisasi-organisasi yang prihatin terhadap alam sekitar. “Hijau” merupakan sebahagian daripada Dasar Teknologi Hijau Negara yang telah dilancarkan pada Julai 2009 dan menyasarkan sekurang-kurangnya 20% perolehan hijau menjelang tahun 2020. Produk dan perkhidmatan hijau dijadikan pilihan utama dalam perolehan pembangunan sosioekonomi yang mewakili 12-15% daripada Keluaran Dalam Negara Kasar (KDNK) (Buletin KeTTHA, Kementerian Tenaga, Teknologi Hijau dan Air, 2016).

Lantaran itu, kewujudan produk hijau dalam pasaran telah memberi tumpuan kepada pengiklanan untuk mempromosikan produk tersebut. Pengiklanan berperanan penting dalam dunia pemasaran hari ini untuk menyampaikan mesej, nilai, harga dan produk dalam pemasaran hijau sebagai perantaraan kepada pengguna. Pengiklanan hijau yang dijalankan terhadap produk, perkhidmatan, amalan dan proses organisasi yang berkomunikasi kehijauan merupakan satu aspek penting dalam pemasaran hijau (Kumar, 2017).

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LAMPIRAN A

BORANG TEMU BUAL

PROTOKOL TEMU BUAL (ORGANISASI) STRATEGI PENGIKLANAN HIJAU KE ARAH KETERLIHATAN DALAM MEDIA SOSIAL

NAMA:
TARIKH:
MASA:

SOALAN TEMU BUAL

Bahagian Pengenalan

1. Nama penuh responden
2. Umur
3. Tahap Pendidikan
4. Pekerjaan

Bahagian A: Latar Belakang Organisasi Pengiklanan Produk Hijau

1. Bilakah organisasi ini mula beroperasi?
2. Apakah konsep yang diterapkan dalam organisasi ini?

Bahagian B: Strategi Pengiklanan Hijau dalam Media Sosial

1. Siapakah yang bertanggungjawab mengurus saluran pemasaran di media sosial bagi organisasi ini?
2. Apakah produk hijau yang ditawarkan kepada pengguna?
3. Bagaimanakah penentuan harga produk dibuat?
4. Bagaimanakah promosi pemasaran di media sosial dijalankan?
5. Bagaimanakah pemilihan tempat dibuat?

LAMPIRAN B

BORANG TEMU BUAL

PROTOKOL TEMU BUAL (INFORMAN) STRATEGI PENGIKLANAN HIJAU KE ARAH KETERLIHATAN DALAM MEDIA SOSIAL

NAMA:
TARIKH:
MASA:

SOALAN TEMU BUAL

Bahagian Pengenalan

1. Nama penuh responden
2. Umur
3. Tahap Pendidikan
4. Pekerjaan

Bahagian A: Mesej Pengiklanan Hijau

1. Apakah mesej pengiklanan produk hijau dalam media sosial jelas?
2. Adakah iklan yang mengandungi gambar memberi daya tarikan?

Bahagian B: Keterlihatan Pengiklanan Hijau dalam Media Sosial

1. Apakah organisasi menampilkan logo pada iklan?
2. Adakah mesej pengiklanan hijau disampaikan secara konsisten?
3. Bagaimanakah mendapatkan maklumat produk hijau?
4. Adakah tuan/puan menggunakan tanda pagar untuk mencari maklumat?
5. Adakah iklan mengandungi elemen alam sekitar?
6. Bagaimanakah reka bentuk iklan menerusi media sosial? Mengapa?
7. Apakah mendapat maklum balas daripada organisasi?
8. Apakah sikap pengguna setelah melihat iklan tersebut?
9. Apakah pengiklanan hijau memberi keyakinan untuk membelinya?
10. Adakah *like* penting kepada sesuatu iklan yang dimuat naik?
11. Pada pandangan tuan/puan, platform media sosial manakah yang menjadi tumpuan untuk mencari maklumat berkenaan produk hijau?
12. Adakah organisasi produk hijau memperkenalkan jenama produk hijau dalam pasaran?
13. Adakah kualiti produk hijau ditekankan oleh organisasi dalam pengiklanan hijau?

LAMPIRAN C

SURAT PERMOHONAN TEMU BUAL

Tarikh: 23 Ogos 2017

“MUAFAKAT KEDAH”

Kepada sesiapa yang berkenaan,

Tuan,

PERMOHONAN TEMU BUAL BERKENAAN STRATEGI PENGIKLANAN HIJAU KE ARAH KETERLIHATAN DALAM MEDIA SOSIAL

Dengan hormatnya merujuk perkara di atas.

2. Adalah dimaklumkan bahawa saya Noriza Binti Ismail, No. Pelajar 819541, pelajar Sarjana Sains Pengurusan Media, Universiti Utara Malaysia, sedang menjalankan penyelidikan bertajuk: **Strategi Pengiklanan Hijau Ke Arah Keterlihatan dalam Media Sosial**.

3. Penyelidikan ini memerlukan temu bual bersama pihak Tuan bagi melihat strategi pengiklanan hijau yang dijalankan oleh pihak organisasi ke atas produk hijau. Penyelidikan ini juga turut meneliti strategi pengiklanan hijau yang dijalankan oleh pihak Tuan menerusi media sosial.

4. Sehubungan itu, saya **memohon pertimbangan daripada pihak Tuan untuk memberi kebenaran menjalankan temu bual dengan pihak Tuan.**

5. Bersama ini disertakan lampiran soalan untuk temu bual dan surat-surat yang berkenaan untuk rujukan pihak Tuan. Semoga permohonan ini mendapat perhatian dan pertimbangan daripada pihak Tuan. Segala kerjasama daripada pihak Tuan amat dihargai.

Sekian, Terima Kasih.

Yang Benar,

Noriza Binti Ismail
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LAMPIRAN D

BORANG KEBENARAN DAN PERSETUJUAN TEMU BUAL

Tarikh: 23 Ogos 2017

“MUAFAKAT KEDAH”

Kepada sesiapa yang berkenaan,

Tuan,

PERMOHONAN KUTIPAN DATA UNTUK PENYELIDIKAN STRATEGI PENGIKLANAN HIJAU KE ARAH KETERLIHATAN DALAM MEDIA SOSIAL

Dengan hormatnya merujuk perkara di atas.

2. Adalah dimaklumkan bahawa saya Noriza Binti Ismail, No. Pelajar 819541, pelajar Sarjana Sains Pengurusan Media, Universiti Utara Malaysia, sedang menjalankan penyelidikan bertajuk: **Strategi Pengiklanan Hijau Ke Arah Keterlihatan dalam Media Sosial**.

3. Kajian ini bertujuan untuk mengkaji beberapa isu-isu berkaitan pengiklanan hijau yang dijalankan dalam organisasi. Tuan sebagai individu yang berpengalaman dan berpengetahuan dalam pengiklanan produk hijau adalah sesuai kerana pandangan yang diberikan akan memberi sumbangan yang amat berharga untuk hasil penyelidikan.

4. Saya berharap pihak Tuan dapat meluangkan masa untuk sesi temu bual kira-kira 30-60 minit pada masa, tempat dan tarikh mengikut kemudahan pihak Tuan. Saya merancang untuk menjalankan temu bual pada bulan September 2017. Segala maklumat yang diberikan adalah sulit dan hanya akan digunakan untuk laporan penyelidikan sahaja.

5. Bersama ini disertakan lampiran soalan untuk temu bual dan surat-surat yang berkenaan untuk rujukan pihak Tuan. Semoga permohonan ini mendapat perhatian dan pertimbangan daripada pihak Tuan. Segala kerjasama daripada pihak Tuan amat dihargai.

Sekian, Terima Kasih.

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