

## ABSTRAK

Penelitian ini menguji perbedaan penggunaan *ad relevance* dan *ad salience* *digital advertising* terhadap *anger*, *perceived goal impediment*, dan *ad avoidance* menggunakan uji MANOVA yang kemudian dilanjutkan dengan menggunakan uji *structural equation modeling* (SEM) dengan aplikasi AMOS 25.0. Penelitian ini menggunakan desain faktorial 2 (*high relevance* vs *low relevance*) x 2 (*large ad* vs *small ad*) dan mengumpulkan data dari 120 partisipan dari kalangan mahasiswa. Stimuli penelitian ini berupa situs website yang berisi artikel pariwisata dan non-pariwisata yang disematkan iklan *online travel agent* di dalamnya yang telah disesuaikan tingkat relevansi dan ukuran iklannya dengan artikel yang disajikan. Variabel terukur *anger* (5 indikator), *perceived goal impediment* (5 indikator), dan *ad avoidance* (7 indikator) diukur dengan masing-masing skala Likert 5 poin. Dari hasil *main effect* penelitian ini ditemukan bahwa penggunaan *ad relevance* yang berbeda memberikan pengaruh berbeda terhadap *anger* dan *perceived goal impediment*. Penggunaan *ad salience* juga memberikan pengaruh berbeda terhadap *anger* dan *perceived goal impediment*. Ditemukan pula *interaction effect* antara *ad relevance* dan *ad salience* terhadap *anger* dan *perceived goal impediment*. Kemudian dalam penelitian ini ditemukan bukti bahwa *perceived goal impediment* berpengaruh positif menimbulkan *anger*, *anger* berpengaruh positif menimbulkan *ad avoidance* dan *perceived goal impediment* berpengaruh positif menimbulkan *ad avoidance*.

**Kata kunci** : *ad relevance*, *ad salience*, *anger*, *perceived goal impediment*, *ad avoidance*

**ABSTRACT**

*This study examines the differences in the use of relevance of advertising and digital advertising on anger, perceived goal impediment, and ad avoidance using the MANOVA test which is then continued by using structural structural equation modeling (SEM) with AMOS 25.0 applications. This study uses factorial design 2 (high relevance vs. low relevance) x 2 (large ads vs. small ads) and collects data from 120 participants from among students. This research consists of a website that contains articles and non-tourism embedded online travel agent advertisements provided have adjusted the level of relevance and size of the ads with the articles provided. Measurable variables of anger (5 indicators), perceived goal impediment (5 indicators), and ad avoidance (7 indicators) associated with each 5-point Likert scale. From the results, the main effects research found, use relevance of advertisements, which are different, give a difference to anger, and perceived goal impediment. The use of salience advertising also makes a difference to anger and perceived goal impediment. Also found the interaction effect between the relevance of advertising and the salience of advertising to anger and perceived goal barriers. Then in this study found evidence that is considered as a perceived goal impediment that are suspected to cause anger, anger that positively cause ad avoidance, and perceived goal impediment that positively cause ad avoidance.*

**Keywords:** *ad relevance, ad salience, anger, perceived goal impediment, ad avoidance*