Abstract

Objective. The Objective of this research is to explore consumer behavior toward advertisement. Especially, it is to observe more about consumer opinion about incongruity in an advertisement.

Method. This research based in questionnaires containing questions related to incongruity in an advertisement distributed to 48 respondents in Jakarta, covering male and female, ages ranged and social economic status.

Results. Analysis of 48 useable data resulted that consumer are mostly mislead in perceiving picture – text incongruity in advertisement. The analysis indicated that picture and text is the most important element in an advertisement. Thus, the data shows, that consumer will more understand the meaning of advertising when there is congruence between text and picture.

Conclusion. There is no decision or regulations that say incongruity advertising is a mistake. But, in order to deliver the right message and information, congruity in each element in advertising is needed. The findings said that consumer are mislead the information obtain from a picture – text incongruity advertisement.

Keyword. Advertisement, incongruity, consumer demographic, consumer behavior, picture text advertising.