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We understand that the analysis in this thesis can still be improved, and therefore we welcome any constructive inputs. We do hope that the thesis provides beneficial values and can spark interesting discussions and provoke the readers to learn more about advertising message processing.

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Writers

ABSTRACT

Advertising Message Processing Amongst Urban Children

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This study is designed to extend knowledge of cognitive processing of advertising messages by urban children in Indonesia. The sample size was 252 children studied in the 2nd to 6th grade elementary school in two national plus school of Jakarta Barat. The sampling technique used in the study was purposive sampling. The authors employed the sampling technique since the research subjects were chosen purposively with certain characteristics namely concrete operational stage.

The result showed that parents actively control their children activities in both normal daily school time and holiday. The parents also controlled strictly their children usage of media such as TV and internet when they were not around their children.

The friend circle did not influence the children belief and attitude formation toward the advertisement. Most of the children were influenced by their parents' opinion or perception toward the advertisement. The children cognitive stage development also contributed dominantly in the formation of attitude toward the truth of the advertisement.

The children view the music as the most influential element in the advertisement. Most interestingly, the attractiveness of an advertisement did not guarantee their intent to buy the product.

Keywords: Advertising, Cognitive stage, communication management, children

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