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APPENDICES

Appendix 1. Interview Questionnaire

No	Variabel	Indikator	Pengukuran
1	<i>Brand awareness</i> bank digital	<p>Pengetahuan tentang <i>brand</i> bank digital di Indonesia;</p> <ol style="list-style-type: none"> 1. Bank Jenius 2. Nyala by OCBC NISP 3. Digibank by DBS 4. Blu by BCA 5. Neo Bank 6. Sea Bank 7. Bank Jago 8. TMRW by UOB 9. Wokee+ by Bukopin 10. Line Bank 11. Livin by Mandiri 	<p>Jumlah <i>brand</i> bank digital yang dapat disebutkan oleh responden</p>
2	Terpaan iklan bank digital	<p>Pengetahuan tentang fitur-fitur iklan bank digital</p> <p><i>Tagline</i> iklan bank digital</p> <p>Warna dominan di iklan bank digital</p>	<p>Keunggulan yang disebutkan di dalam iklan</p> <p>Mengetahui <i>tagline</i> di dalam iklan-iklan bank digital</p> <p>Menyebutkan komposisi warna dari iklan bank digital</p>
3	Pengalaman nasabah dalam menggunakan M-Banking	<p>Penggunaan</p> <p>Pengoperasian</p>	<p>Responden menyebutkan fitur yang sering digunakan dalam aplikasi M-Banking</p> <p>Responden menyebutkan frekuensi penggunaan aplikasi dalam sehari</p>

No	Variabel	Indikator	Pengukuran
		Kegunaan	Responden menyebutkan alasan penggunaan M-Banking
4	Minat pembuatan akun	Minat pembuatan rekening bank digital	Tingkat minat pembuatan akun

Perkenalkan nama saya Tan Faizal Rachman, Mahasiswa dari Ilmu Komunikasi Universitas Diponegoro angkatan 2018. Saat ini, saya sedang melaksanakan penelitian yang berhubungan dengan iklan bank digital untuk keperluan penyusunan tugas akhir (skripsi) saya. Maka dari itu, dimohon kesediaannya untuk mengisi pertanyaan-pertanyaan berikut. Saya ucapkan terimakasih untuk waktu dan kesediaannya meluangkan waktu untuk mengisi kuesioner ini.

1. Sebutkan nama anda
2. Sebutkan kontak anda (Email/no. telpon)
3. Umur anda. Th
4. Sebutkan *brand*/merek bank digital yang anda ketahui
 -
 -
 -
 -
 -
 -
5. Dibawah ini, manakah yang termasuk keunggulan dari bank digital
 - A. Tabungan autodebet
 - B. Berbagai macam tabungan dalam satu akun
 - C. Bunga deposito bersaing

- D. Pendaftaran harus melalui kantor cabang
6. Dibawah ini, manakah yang termasuk tagline dari Bank digital di Indonesia (jawaban boleh lebih dari satu)
- ✓ “Melayani Sepenuh Hati”
 - ✓ “#NYALAKANINDONESIA”
 - ✓ “#YANGPENTINGLAKUIN”
 - ✓ “Ngebank #CARALAIN”
 - ✓ “Terdepan, Terpercaya, Tumbuh Bersama anda”
 - ✓ #Semuajadijago
 - ✓ Make TMRW Yours
 - ✓ New bank new rules
 - ✓ #SatuSentuhanSejutaSolusi
 - ✓ Living a lively life
 - ✓ Live more Bank less
7. Dibawah ini warna apakah yang digunakan dalam iklan “Jenius by BTPN”
- A. Hijau
 - B. Kuning
 - C. Merah
 - D. Biru
8. Dibawah ini warna apakah yang digunakan dalam iklan “Nyala By OCBC”
- A. Merah
 - B. Hijau
 - C. Kuning
 - D. Merah
 - E. Biru
9. Dibawah ini warna apakah yang digunakan dalam iklan “Sea Bank”
- A. Merah
 - B. Hijau

- C. Kuning
- D. Orange
- E. Biru

10. Dibawah ini warna apakah yang digunakan dalam iklan ‘Line Bank’

- A. Merah
- B. Hijau
- C. Kuning
- D. Merah
- E. Biru

11. Dibawah ini warna apakah yang digunakan dalam iklan ‘Bank Jago’

- A. Merah
- B. Hijau
- C. Kuning
- D. Merah
- E. Biru

12. Dibawah ini warna apakah yang digunakan dalam iklan ‘Neo Bank’

- A. Merah
- B. Hijau
- C. Kuning
- D. Merah
- E. Biru

13. Fitur M-Banking apa saja yang anda ketahui? (jawaban boleh lebih dari satu)

- Transfer
- Cek saldo
- Mutasi Rekening
- Pulsa dan paket data
- *Virtual account*

- *Top-up E-Money*
 - Pembayaran Listrik
 - Pembayaran Kartu kredit
 - Pembayaran BPJS
 - Pembayaran Pajak
 - Pembayaran Asuransi
 - Pembayaran Internet rumah
 - Pembayaran Tagihan air
 - Lainnya...
14. Fitur apakah yang biasa anda gunakan (jawaban boleh lebih dari satu)
- Transfer
 - Mutasi Rekening
 - Pengisian pulsa dan paket data
 - *Virtual account*
 - Cek saldo
 - Pembayaran tagihan (Listrik, air, BPJS, DLL)
15. Berapa kali anda menggunakan fitur yang disediakan M-Banking dalam sehari?
- A. Kurang dari 1 kali
 - B. 1 kali sehari
 - C. 2 kali sehari
 - D. 3 kali sehari
 - E. Lebih dari 3 kali sehari
16. Apakah alasan anda menggunakan M-Banking? (jawaban boleh lebih dari satu)
- Memudahkan transaksi sehari-hari (pembayaran tagihan-tagihan, Dll.)
 - Mengatur keuangan
 - Untuk cek saldo

- Lainnya...

17. Apakah anda berminat untuk membuat rekening di bank digital?

A. Berminat

B. Tidak berminat

Appendix 2. Raw Data Obtained

No	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2 Total	X3.1	X3.2	X3.3	X3.4	X3 Total	Y
1	5	0	0	5	0	0	5	0	1	11	4	1	4	4	13	5
2	2	1	0	0	0	5	0	0	1	7	1	1	3	3	8	5
3	1	0	5	5	5	5	5	5	1	31	4	3	2	4	13	5
4	3	1	5	5	5	5	5	5	3	34	3	3	3	1	10	5
5	1	0	0	5	0	0	0	5	1	11	1	1	3	1	6	5
6	3	5	5	5	5	0	5	5	3	33	3	5	3	3	14	5
7	3	0	5	0	5	0	0	5	3	18	3	3	2	1	9	5
8	2	1	5	5	0	5	5	5	1	27	4	3	4	1	12	5
9	2	0	0	5	0	0	0	5	1	11	3	3	2	4	12	5
10	4	0	0	5	0	0	0	0	1	6	4	5	3	4	16	5
11	3	0	5	0	0	5	5	5	1	21	3	5	0	1	9	5
12	2	0	5	5	5	0	5	0	5	25	4	5	4	4	17	5
13	1	1	5	5	5	5	5	5	1	32	3	3	1	4	11	3
14	4	0	0	5	0	0	0	0	3	8	3	3	2	3	11	5
15	1	0	5	5	0	5	5	5	1	26	3	5	4	1	13	5
16	5	0	5	5	5	5	5	5	3	33	3	3	3	1	10	5
17	1	0	0	5	5	5	0	5	1	21	4	5	4	3	16	5
18	2	0	5	5	5	5	5	0	1	26	3	3	1	3	10	5
19	3	1	0	0	0	0	0	0	1	2	1	1	3	1	6	5
20	3	1	5	5	5	5	5	5	1	32	3	3	4	3	13	5
21	1	0	5	5	5	5	0	5	1	26	4	3	1	4	12	5
22	5	0	5	5	5	5	5	0	1	26	3	3	3	3	12	5
23	4	0	5	5	5	5	0	5	3	28	3	3	2	1	9	5
24	1	0	0	5	5	5	5	5	1	26	3	3	3	1	10	5
25	3	1	0	0	0	5	5	0	3	14	1	3	3	3	10	5
26	1	0	0	0	5	5	0	5	1	16	4	5	1	1	11	5
27	3	0	5	5	0	5	0	0	3	18	3	3	4	4	14	5

No	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2 Total	X3.1	X3.2	X3.3	X3.4	X3 Total	Y
28	1	1	0	0	5	5	5	0	1	17	1	3	0	4	8	5
29	3	0	5	5	5	5	5	5	1	31	3	3	0	1	7	5
30	3	1	5	5	5	5	5	5	3	34	1	1	1	3	6	5
31	2	3	0	0	0	0	0	0	3	6	4	5	4	4	17	5
32	2	1	0	0	5	5	0	5	1	17	5	5	3	4	17	5
33	1	0	5	5	5	5	5	5	1	31	1	3	2	3	9	5
34	3	1	5	5	5	5	5	5	1	32	3	5	3	1	12	5
35	8	3	5	5	5	5	5	5	5	38	3	5	4	4	16	5
36	5	5	5	5	5	5	5	5	3	38	3	5	4	4	16	5
37	2	5	5	5	5	5	5	5	3	38	3	5	4	4	16	5
38	6	5	0	5	5	0	5	5	1	26	4	3	3	3	13	5
39	4	1	5	5	5	5	5	5	1	32	4	5	3	1	13	5
40	2	1	5	0	5	0	0	5	1	17	3	5	4	1	13	5
41	8	0	5	5	5	5	5	5	3	33	4	3	1	4	12	5
42	6	0	5	5	5	5	5	0	5	30	3	5	1	4	13	5
43	1	1	0	5	0	5	5	0	1	17	3	5	2	3	13	5
44	1	0	5	5	5	5	5	5	3	33	1	3	4	3	11	5
45	3	0	5	5	5	5	5	5	3	33	1	3	2	3	9	5
46	2	1	5	0	5	5	5	0	3	19	3	5	1	4	13	5
47	4	1	5	5	5	5	5	5	1	32	5	3	4	3	15	5
48	1	0	5	5	5	5	5	5	1	31	3	5	3	1	12	5
49	5	3	5	5	5	5	5	5	1	29	1	3	1	3	8	5
50	7	3	5	5	5	5	0	0	1	24	3	5	2	3	13	3
51	4	0	0	5	5	0	5	5	1	21	3	3	3	1	10	5
52	6	0	0	5	0	5	5	5	3	23	3	3	0	3	9	3
53	6	1	5	5	5	5	5	5	1	32	3	3	2	3	11	5
54	1	0	5	5	0	5	0	5	1	21	4	5	4	4	17	5
55	4	0	5	5	5	5	5	5	1	31	4	5	4	4	17	5

No	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2 Total	X3.1	X3.2	X3.3	X3.4	X3 Total	Y
56	5	0	5	5	5	0	0	5	3	23	3	5	1	3	12	3
57	7	1	0	5	5	0	0	0	1	17	3	1	3	1	8	5
58	1	1	5	5	5	5	5	5	3	34	5	5	4	4	18	5
59	4	0	0	5	5	5	5	5	1	26	3	3	1	1	8	5
60	5	1	0	0	0	5	5	5	1	17	3	3	4	4	14	5
61	5	1	5	0	5	5	0	5	5	26	3	5	3	3	14	3
62	4	0	5	5	5	5	5	5	1	31	3	1	2	1	7	5
63	4	0	5	5	5	5	5	5	3	33	4	5	2	3	14	5
64	2	0	5	5	5	5	5	5	5	35	4	5	4	4	17	5
65	3	0	0	0	0	5	0	0	1	6	1	3	2	4	10	5
66	5	1	5	5	5	5	5	5	3	34	3	5	3	3	14	5
67	3	0	5	5	0	5	0	5	1	21	3	5	1	3	12	5
68	2	3	5	5	5	5	5	0	3	31	3	5	0	4	12	5
69	6	1	5	5	0	5	5	5	1	27	1	1	0	3	5	5
70	2	1	0	5	0	5	0	0	3	14	3	3	1	3	10	5
71	1	5	5	5	5	0	0	0	1	26	4	5	0	1	10	3
72	6	0	0	5	5	5	5	5	1	26	1	1	2	1	5	5
73	3	3	5	5	0	5	5	5	1	29	4	5	4	4	17	5
74	1	0	0	5	0	5	5	5	3	18	3	5	1	3	12	3
75	1	0	5	5	5	5	5	5	1	31	3	3	1	4	11	3
76	1	0	5	5	5	5	5	5	1	31	3	5	4	4	16	5
77	2	3	5	5	5	5	5	5	1	34	4	5	0	4	13	5
78	2	0	5	5	5	0	0	5	3	28	4	5	4	3	16	5
79	7	3	5	5	5	5	5	5	1	34	3	5	4	1	13	5
80	1	3	5	5	5	5	5	0	5	33	4	5	4	4	17	5
81	3	0	0	0	0	0	0	0	1	1	4	5	1	4	14	5
82	3	1	0	5	0	5	0	0	1	12	3	5	4	1	13	5
83	5	0	5	5	5	5	5	5	3	33	3	5	4	4	16	5

No	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2 Total	X3.1	X3.2	X3.3	X3.4	X3 Total	Y
84	1	3	0	0	0	0	0	0	1	4	1	1	1	1	4	5
85	5	3	0	5	0	5	0	0	1	14	4	3	0	1	8	5
86	1	1	5	5	5	5	5	5	3	34	1	1	2	4	8	5
87	4	1	0	5	5	0	0	0	1	17	1	3	3	1	8	5
88	6	1	0	5	0	5	0	5	1	17	3	3	2	3	11	5
89	6	1	5	5	0	5	5	0	3	19	3	5	3	3	14	5
90	4	0	5	5	5	5	5	5	3	33	3	3	2	3	11	3
91	2	0	5	5	5	5	5	0	3	23	3	3	0	3	9	5
92	1	0	5	5	5	5	5	5	5	35	3	5	3	4	15	5
93	3	0	0	5	0	5	5	0	0	15	4	1	1	4	10	5
94	6	3	5	5	5	5	5	5	3	36	4	3	1	3	11	5
95	7	1	5	5	5	5	5	5	1	32	3	3	1	4	11	5
96	6	0	0	5	0	5	0	0	3	13	3	3	1	1	8	3
97	7	1	0	5	5	5	0	5	1	22	3	1	2	1	7	5
98	2	3	0	5	0	0	0	5	1	14	3	3	3	1	10	3
99	3	0	5	5	5	5	5	5	3	33	3	3	1	4	11	5
100	5	0	5	5	5	5	5	5	5	35	3	3	1	4	11	5
101	4	0	5	5	5	5	5	5	3	33	3	3	2	4	12	5
102	3	3	5	5	5	5	0	0	5	28	3	5	3	3	14	5
103	4	3	5	5	5	5	5	5	5	38	3	5	3	4	15	5
104	2	3	5	5	5	5	5	5	3	36	3	3	3	4	13	5
105	3	5	5	5	5	5	5	5	3	38	3	5	4	4	16	5
106	2	5	5	5	5	5	5	5	5	40	3	5	3	4	15	5
107	2	3	5	5	5	5	5	5	3	36	1	3	3	3	10	5
108	2	3	5	5	5	5	5	5	3	36	1	3	4	3	11	5