



CONVENTIONAL ADVERTISING AND FACTORS THAT
AFFECT TOWARDS CONSUMER SENSITIVITY

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In the name of Allah, the Most Gracious, the Most Merciful

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ABSTRACT

This study was conducted to get a clear picture how factors such as untruthfulness, aurah, and uses of religious symbols or myths can affect the Muslim consumer sensitivity. By identifying the factors, the researcher also could identify the which factor that affect the Muslim consumer sensitivity in decoding the message that brought by conventional advertising.

In addition, this study is a descriptive and correlation research which the respondents for this study were Muslim consumer those works at Islamic government department or organization which located in Wisma Muis building. The total respondents was 200 respondents and simple random sampling are used because of it is quick, easy, less expensive, has least bias, and offers the most generalizability. In this study, the researcher used questionnaires to gather all data necessary and the findings were analyzed using SPSS Statistics Data Editor. Finally, the discussion derived from the findings suggested several recommendations and suggestions for future research.