

## ABSTRACT

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**Association of Persuasion Route of Elaboration Likelihood Model with Consumer Involvement in Product Advertising Beauty 'Ponds White Beauty' Through Media Television (Descriptive Study of in Middle Adolescents Woman in Tangerang). (Yohanes Budiarto, S.Pd., M.Si.).**

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The purpose of this study was to determine whether the association between the route of elaboration likelihood model of persuasion with consumer involvement of advertising beauty products 'Ponds White Beauty' could be determined. This study included 250 mid-adolescent girls in Tangerang using accidental sampling technique. The results showed that the predominant route of thought held by adolescent woman in Tangerang was the peripheral route. Based on the involvement the most dominant in participants with high involvement, were 141 participants. The main data analysis employed Chi-Square and obtain the result is,  $\chi^2 (df) = 0.786, p > 0.05$ . This means there was no association between the elaboration likelihood model and the involvement. Both routes of persuasion, peripheral and central levels were equally produced participants with high involvement.

*Key words:* elaboration likelihood model, involvement, advertising persuasion, adolescent.