

ABSTRACT

TONI KURNIA JAYA. *The examine of the demography factors which influences to frequency of visiting the slight advertisement site on internet. On counselling,* Prof. Musa Hubeis.

The count of internet customers and visitors in Indonesia has increased and growthed. The internet can reach wide area and afford to be access 24 hours full, it will be make internet one of potential media for advertisement.

The purpose of this study is to get information about relationship between demography factors of age, gender, grade of education and profession in choosing the type of slight advertising site and the quality of service needed by the consumer of slight advertisement site, and also influence the visiting amount about the interest of consumer of slight advertisement site on internet.

Collecting of data done by sending the list of question which bent e-mail through mailing list to 500 respondences in analize of choosing the type of site and quality of service needed, and send the list of question directly to performer slight advertisement site on internet.

Preparing of the data done by using discriminantce analysis, and chi-square, cluster analysis and double linear regreton analysis produce : velocity is the important requisites of consumer of slight advertisement site on internet; the more visiting of slight advertisement site on internet gives interest to advertisement consumer on that site become bigger, with no difference of perception between group from demography factor age, gender, and grade of education for the variety of sligh advertisement site which visited, except the group from profession factor which have different perception for the variety of sligh advertisement site on internet.