

BAB V

KESIMPULAN DAN SARAN

Pada bab ini akan dijelaskan mengenai kesimpulan dan saran yang diperoleh dari penelitian ini. Bagian kesimpulan ini akan menjawab perumusan masalah. Bagian saran berisikan saran perbaikan yang diberikan untuk penelitian selanjutnya.

V.1 Kesimpulan

Berdasarkan pengumpulan dan pengolahan data yang telah dilakukan pada penelitian ini, didapatkan beberapa kesimpulan sebagai berikut:

1. Faktor durasi *mobile in-game ads* memengaruhi ukuran *eye tracking* dan hal yang sama juga terjadi pada faktor ada tidaknya interaksi. Namun, faktor durasi *mobile in-game ads* tidak memengaruhi ukuran emosi untuk emosi positif, sedangkan faktor ada tidaknya interaksi tidak memengaruhi ukuran emosi untuk emosi negatif. Selain itu, interaksi antara faktor durasi dan faktor ada tidaknya interaksi memengaruhi ukuran *eye tracking* tetapi tidak memengaruhi ukuran emosi.
2. Rekomendasi kombinasi *mobile in-game ads* terbaik yang didasarkan pada ukuran TFD, TFN, dan emosi positif paling besar sekaligus TTFF dan emosi negatif paling kecil adalah durasi 20 detik dan ada interaksi.

V.2 Saran

Saran yang diberikan untuk penelitian selanjutnya adalah sebagai berikut:

1. Untuk penelitian selanjutnya sebaiknya menggunakan faktor lain selain durasi dan ada tidaknya interaksi untuk lebih memahami faktor-faktor apa saja yang mungkin memengaruhi ukuran *eye tracking* dan ukuran emosi. Faktor lain yang mungkin memengaruhi efektivitas iklan, yaitu pemilihan warna pada iklan, ukuran logo dan tulisan, jenis interaksi selain kuis pilihan ganda (misalnya interaksi berupa permainan *puzzle*), dan format iklan lain (misalnya format *rewarded*).

2. Konten permainan utama dan konten iklan pada *prototype game* dapat memengaruhi ukuran-ukuran efektivitas *mobile in-game ads* sehingga dapat dijadikan sebagai bagian dari variabel penelitian.

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