

ABSTRAK

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EFEKTIVITAS IKLAN BERBAYAR MELALUI MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN SKINCARE SOMETHINC

(xii + 52 halaman: 5 gambar; 12 tabel; 5 lampiran)

Teknologi komunikasi sangatlah penting bagi perusahaan untuk dapat melakukan promosi pemasaran. Dengan kehadiran Internet sebagai media yang tepat untuk dapat mempengaruhi pengambilan keputusan konsumen. Salah satunya melalui media sosial Instagram. Mulai dari berbagai merek terkenal, hingga merek lokal. Salah satu merek lokal yang hadir adalah Something yang melakukan promosi melalui Instagram sehingga mampu memasarkan produknya secara luas. Penelitian yang bertujuan untuk mengidentifikasi efektivitas iklan berbayar Something melalui media sosial Instagram. Penggunaan konsep AIDA (*Attention, Interest, Desire, Action*) diharapkan dapat mengukur efektivitas iklan pada media sosial. AIDA sendiri dikenal untuk mengukur sejauh mana audiens dapat mengenal iklan Something dan apakah audiens akan melakukan *action* untuk membeli. Metode penelitian yang digunakan ialah deskriptif kuantitatif dengan menggambarkan suatu fenomena yang sedang terjadi. Diketahui pada penelitian ini bahwa efektivitas iklan berbayar Something secara simultan memberikan pengaruh signifikan terhadap keputusan pembelian produk. Efektif iklan berbayar Something secara partial memberikan pengaruh pada indikator informatif (XA), persuasif (XB), mengingatkan (XC) dan memberi nilai tambah (XD). Pihak Something diharapkan dapat meningkatkan daya tarik konten iklan berbayar melalui media sosial Instagram sehingga meningkatkan publikasi yang positif di masyarakat.

Kata Kunci: Iklan Berbayar, Media Sosial, Keputusan Pembelian.

Referensi: 39 (1989 – 2021)

ABSTRACT

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THE EFFECTIVENESS OF PAID ADVERTISING THROUGH INSTAGRAM ON PURCHASE DECISIONS OF SOMETHINC SKINCARE

(xii + 52 pages; 5 figure; 12 table; 5 appendix)

Communication technology is very important for companies to be able to carry out marketing promotions. With the presence of the Internet as the media platform to influence consumer decision making. One of them is through social media Instagram. Starting from various known brands, to local brands. One of the local brands that was present is Something, which promoted through Instagram so that they were able to market their products widely. Research that aims to identify the effectiveness of Somethinc paid advertising through social media Instagram. The use of the AIDA concept (Attention, Interest, Desire, Action) is expected to measure the effectiveness of advertising on social media. AIDA itself is known to measure the extent to which the audience is familiar with Somethinc advertisements and whether the audience will take action to buy. The research method used is descriptive quantitative by describing a phenomenon that is currently happening. It is known in this study that the effectiveness of Somethinc paid advertising simultaneously has a significant effect on product purchase decisions. Effectively, Somethinc paid advertising partially has an effect of on the informing indicator (XA), persuading (XB), reminding (XC) and adding value (XD). Somethinc is expected to increase the attractiveness of paid advertising content through social media Instagram to increase positive publications in the community.

Keywords: Paid Advertising, Social Media, Purchase Decisions.

References: 39 (1989 – 2021)