ABSTRACT

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THE EFFECTIVENESS ANAK JAJAN INSTAGRAM ACCOUNT THROUGH AISAS MODEL IN PROMOTING FOOD

(xiv + 78 pages: 16 figures; 17 tables; 3 Appendix)

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As communication technology advances, consumers are exposed to many knowledgeable information about food from different medias, however, not all media can influence the consumers effectively. Medias such as microblogs became an alternative way to advertise food products, as they are the new opinion leaders of this new era. Popular microblog such as Anak Jajan on Instagram is expected to influence the audience to purchase the endorsed food products and even share it on Instagram, as sharing a photo on Instagram became a part of our lifestyle. Therefore, research is needed to analyze the effectiveness of this promotional method.

This research uses the quantitative approach by using AISAS model by Dentsu as the dimension. Questionnaires are distributed online to the followers of Anak Jajan on Instagram who are selected to be the respondents of this research.

The purpose of this research is to analyze the effectiveness of celebrity endorsement through Anak Jajan Instagram Account. Whether they succeed to influence the consumer in purchasing the endorsed product or furthermore, sharing the endorsed food product. To understand better their qualities and the capabilities as a celebrity endorser. And also, to understand better this promotional method to improve the strategies of marketing approach.

Reference: 68 (1961 - 2018)