

**ANALISIS EFEKTIVITAS IKLAN MELALUI SOSIAL MEDIA
INSTAGRAM BERDASARKAN *CUSTOMER RESPONSE INDEX* PADA PT
SOLUSINDO JITU YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis efektivitas iklan melalui sosial media Instagram berdasarkan *Customer Response Index* pada PT Solusindo Jitu Yogyakarta. Jenis penelitian ini menggunakan kuantitatif deskriptif, dengan perolehan data melalui kuesioner dan observasi. Metode pengambilan sampel yang digunakan dalam penelitian ini yaitu *non-probability sampling* dengan prosedur *purposive sampling*, jumlah responden ditentukan menggunakan rumus slovin dengan hasil 100 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Data penelitian ini diolah menggunakan software SPSS versi 26. Hasil dari penelitian ini berdasarkan perbandingan nilai *Customer Response* dengan nilai kritis *Customer Response* sebesar 50% pada dimensi CRI *Awareness* (89% > 50%), *Comprehend* (66,5% > 50%), *Interest* (70,5% > 50%), dan *Intentions* (53,5% > 50%), sedangkan nilai pada dimensi *Action* (32,5% < 50%). Berdasarkan perbandingan nilai persentase CRI sebesar 7% lebih kecil daripada nilai setiap dimensi setelah perhitungan, *Unawareness* (11% > 7%), *No Comprehend* (29,8% > 7%), *No Interest* (17,5% > 7%), *No Intentions* (19,4% > 7%), dan *No Action* (15% > 7%). Berdasarkan kedua pengukuran tersebut menunjukkan bahwa iklan di sosial media *Instagram* pada PT Solusindo Jitu Yogyakarta kurang efektif.

Kata Kunci: *Efektivitas, Iklan, Instagram, CRI, Perbandingan*



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**ANALYSIS OF ADVERTISING EFFECTIVENESS THROUGH
INSTAGRAM SOCIAL MEDIA BASED ON CUSTOMER RESPONSE
INDEX AT PT SOLUSINDO JITU YOGYAKARTA**

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Abstract

This study aims to analyze the effectiveness of advertising through Instagram social media based on the Customer Response Index at PT Solusindo Jitu Yogyakarta. This type of research uses descriptive quantitative with data acquisition through questionnaires and observation. The sampling method used in this research is non-probability sampling with a purposive sampling procedure. The number of respondents is determined using the slovin formula with the results of 100 respondents. Primary data collection is done by using a questionnaire method that has been tested for validity and reliability. This research data is processed using SPSS version 26 software. The results of this study are based on a comparison of the customer response value with a critical customer response value of 50% on the dimensions of CRI Awareness (89% > 50%), Comprehend (66.5% > 50%), Interest (70.5% > 50%), and Intention (53.5% > 50%), while the value on the Action dimension (32.5% > 50%). Based on the comparison of the CRI percentage value of 7%, smaller than the value of each dimension after calculating, Unawareness (11% > 7%), No Comprehend (29.8% > 7%), No Interest (17.5% > 7%), No Intention (19.4% > 7%), and No Action (15% > 7%). Based on these two measurements, it shows that advertising on social media Instagram at PT Solusindo Jitu Yogyakarta is less effective.

Keywords: *Effectiveness, Advertising, Instagram, CRI, Comparison*

