# EFEKTIVITAS IKLAN MELALUI SOSIAL MEDIA INSTAGRAM PADA CV MANGROVE PRINTING GEJAYAN YOGYAKARTA

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Abstrak

Masalah dalam penelitian ini adalah seberapa efektif iklan CV Mangrove Printing Gejayan pada sosial media instagram dilihat dari konsep AIDA. Berdasarkan masalah penelitian tersebut maka penelitian ini bertujuan untuk mengetahui efektivitas iklan melalui sosial media instagram CV Mangrove Printing Gejayan. CV Mangrove Printing Gejayan merupakan perusahaan yang bergerak dibidang percetakan dan dokumen. Jenis penelitian ini adalah deskriptif kuantitatif. Sumber penelitian ini adalah data primer diperoleh dengan menyebarkan kuesioner kepada responden yaitu *followers* akun instagram @mangrovegejayan, sedangkan data sekunder diperoleh dari akun instagram perusahaan. Sampel dalam penelitian sebanyak 99 orang. Penelitian ini menggunakan uji validitas, reliabilitas dan analisis menggunakan model AIDA. Hasil penelitian menunjukkan bahwa evektivitas iklan yang dilakukan oleh CV Mangrove Printing Gejayan di media sosial instagram pada dimensi *attention, interest, desire, action* sama sama masuk dalam kategori "baik" dengan nilai yaitu dimensi *attention* 74%, dimensi *interest* 72%, dimensi *desire* 72%, dimensi *action* 70%.

Kata Kunci: *Efektivitas, Iklan, Model AIDA.*
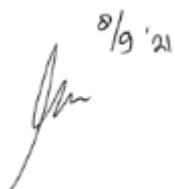
THE EFFECTIVENESS OF ADVERTISING THROUGH INSTAGRAM SOCIAL MEDIA ON CV MANGROVE PRINTING GEJAYAN YOGYAKARTA

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Abstract

The problem in this research is how effective the CV Mangrove Printing Gejayan advertisement on Instagram social media is based on the AIDA concept. Based on these research problems, this study aims to determine the effectiveness of advertising through social media Instagram CV Mangrove Printing Gejayan. CV Mangrove Printing Gejayan is a company engaged in printing and documents. This type of research is descriptive quantitative. The source of this research is primary data obtained by distributing questionnaires to respondents who are followers of the @mangrovegejayan Instagram account, while secondary data is obtained from the company's Instagram account. The sample in the study was 99 respondents. This study uses validity, reliability and analysis using the AIDA model. The results showed that the effectiveness of the advertisements carried out by CV Mangrove Printing Gejayan on Instagram social media on the dimensions of attention, interest, desire, action were both included in the "good" category with values namely the attention dimension 74%, the interest dimension 72%, the desire dimension 72 %, action dimension 70%.

Keyword: Effectiveness, Advertising, AIDA Model