# EFEKTIVITAS PENGGUNAAN MEDIA SOSIAL INSTAGRAM DI PT. INDO ASIA INTERNASIONAL SOLUSI

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan media sosial Instagram di PT Indo Asia Internasional Solusi berdasarkan model AIDA. Promosi merupakan suatu kegiatan pemasar menyampaikan informasi mengenai produk dan membujuk konsumen agar membeli produk/jasa. Penelitian ini menggunakan metode penelitian kuantitatif. Data yang digunakan adalah data primer dan sekunder. Pengumpulan data dilakukan melalui kuesioner. Penguji statistik yang digunakan analisis uji instrument (Uji Validitas dan Uji Reliabilitas) serta *Arithmetic Mean.* Data diolah menggunakan program SPSS versi 22.0, kemudian disajikan dalam bentuk table, lalu dilakukan pembahasan dan dianalisis secara analisis statistik, kemudian untuk selanjutnya ditarik sebuah kesimpulan. Berdasarkan hasil analisis dan pembahasan diketahui bahwa (1) keseluruhan indikator iklan PT. IAIS berdasarkan model AIDA sangat disetujui oleh konsumen, (2) pada indikator *attention* konsumen sangat menyetujui bahwa iklan PT. IAIS di Instagram @training\_indoasia menarik perhatian konsumen, (3) pada indikator *interest* konsumen sangat menyetujui bahwa iklan PT. IAIS di Instagram @training\_indoasia menarik konsumen untuk menggunakan jasa PT. IAIS, (4) pada indikator *desire* konsumen sangat menyetujui bahwa iklan PT. IAIS di Instagram @training\_indoasia memunculkan keinginan konsumen untuk menggunakan jasa PT. IAIS, (5) pada indikator *action* konsumen menyetujui bahwa iklan PT. IAIS di Instagram @training\_indoasia memunculkan keyakinan konsumen menggunakan jasa PT. IAIS.

**Kata Kunci:** *Iklan Melalui Media Sosial Instagram*



# *EFFECTIVENESS OF USING INSTAGRAM SOCIAL MEDIA AT PT. INDO ASIA INTERNATIONAL SOLUTION*

***Laurentina Syntia Kartika Wardyanti***

***Abstract***

*This study aims to determine the effectiveness of using Instagram social media at PT Indo Asia Internasional Solusi based on the AIDA model. Promotion is the activity of marketers to convey information about products and persuade consumers to buy products/services. This research uses quantitative research methods. The data used are primary data and secondary data. Data was collected through a questionnaire. Statistical examiners used instrument test analysis (Validity Test and Reliability Test) and Arithmetic Mean. The data was processed using the SPSS version 22.0 program, then presented in tabular form, then discussed and analyzed statistically, then a conclusion was drawn. Based on the results of the analysis and discussion, it is known that (1) the overall advertising indicators of PT. IAIS based on the AIDA model is highly approved by consumers, (2) on the consumer attention indicator strongly agrees that the advertisement of PT. IAIS on Instagram @training\_indoasia attracts the attention of consumers, (3) on the indicators of consumer interest, they strongly agree with PT. IAIS on Instagram @training\_indoasia attracts consumers to use the services of PT. IAIS, (4) on the consumer desire indicator strongly agrees that the advertisement of PT. IAIS on Instagram @training\_indoasia raises the consumer's desire to use the services of PT. IAIS, (5) on consumer action indicators agrees that the advertisement of PT. IAIS on Instagram @training\_indoasia increases consumer confidence in using the services of PT. IAIS.*

***Keywords****: Advertise Through Social Media Instagram*