

ABSTRACT

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***THE EFFECT OF EXPOSURE TO "FREE SHIPPING" SHOPEE
ADVERTISING ON STUDENTS' PURCHASE INTEREST IN THE NEW
NORMAL TIME***

Keywords : Advertising Exposure, E-commerce, Buying Interest,
Social Media

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Articles

The development of social media, with one example being an online shop, in 2021, it is predicted that e-commerce will become a trend that continues during the pandemic and continues in the new normal. Like the Shopee example, this application also outlines 3 predictions of the e-Commerce ecosystem in 2021 consisting of payments, logistics, to sales. Because consumers are required to follow social distancing regulations and carry out activities at home, so they turn to online platforms to fulfill their daily needs and seek entertainment and interaction. Shopee also offers various digital payment options, one of which is ShopeePay. Shopee also offers its users a lot of surprises and promos that make buying interest a desire that arises in consumers for a product as a result of a process of observing and learning consumers about a product. In this study, we will discuss the effect of advertising exposure on Shopee e-commerce account users in the new normal period. This study uses a quantitative approach and is based on the theory of Stimulus Response Organisms. The results show that there is a significant relationship between Shopee's "Free Ongkir" Advertising Exposure to Student Purchase Interest which proves that Shopee's "Free Ongkir" Advertising Exposure (X) affects the Student Buying Interest variable (Y), or in other words there is an influence Exposure to Shopee's "Free Shipping" Advertisement on Buying Interests of Gunadarma University Students, Faculty of Communication Studies Batch 2018 who shopped at Shopee.

Bibliography (1990-2021)