

ABSTRACT

Meidhita Cahya Tariva. 13819640. Effect of Ad Exposure and Use of Brand Ambassador (Syifa Hadju) on Instagram Account @Azarinecosmeticofficial on Followers Buying Interest

Keywords: Ad Exposure, Brand Ambassador, Instagram, Purchase Intention

(xv+99+Attachment)

This research is motivated by exposure to a beauty product advertisement called azarine. The emergence of advertisements using brand ambassadors raises reactions in consumer buying interest. These advertisements are made through Instagram social media where Instagram is used to share moments in the form of photos and videos, but currently Instagram is widely used by business people to carry out their sales. Advertising using brand ambassadors is a business strategy for profit. Brand ambassadors as advertising supporters also need to be adapted to their products. The goal is to attract potential consumers. Therefore this research was conducted to find out and analyze the influence of advertising exposure and the use of brand ambassadors (Syifa Hadju) on the @azarinecosmeticofficial Instagram account on followers' buying interest. The theory used in this study is S-O-R, a theory that explains how a stimulus gets a response. This study used a quantitative method using a questionnaire as a data collection instrument. The technique used was purposive sampling and was determined by the Slovin formula for an unknown population with a total sample of 400 respondents. The results of the study show that there is a significant influence between advertising exposure and the use of brand ambassadors (Syifa Hadju) on followers' buying interest.

Bibliography (2003-2022)