

ABSTRAK

Fenomena iklan *digital* semakin marak di tengah perkembangan industri saat ini. Banyak perusahaan yang menggunakan iklan *digital* sebagai media promosi, terlebih lagi perusahaan-perusahaan *start-up* berbasis teknologi salah satunya GO-JEK Indonesia. Salah satu unit bisnis GO-JEK yaitu GO-MART Indonesia memberikan pernyataan bahwa penggunaan media akan difokuskan pada media *digital* dan akan meninggalkan media konvensional. Maka diperlukan penelitian yang dapat mengkaji hubungan antara iklan *digital* GO-MART dengan minat belanja target pasarnya yaitu mahasiswa dan mahasiswi khususnya di Tangerang Selatan. Pengumpulan data menggunakan cara penyebaran kuesioner sesuai sampel yaitu 400 mahasiswa/i. Tinjauan pustaka dimulai dari penjelasan konsep iklan sebagai media komunikasi persuasif perusahaan, lalu komponen iklan, iklan *digital*, perilaku konsumen, minat belanja hingga penjelasan teori *the facet of effect model*. Uji yang dilakukan menggunakan rumus pearson dan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa ada hubungan antara iklan *digital* dan minat belanja target konsumen namun tergolong lemah yaitu hanya menyumbangkan pengaruh sebanyak 14,4%. Sesuai teori *the facet of effect* tahapan minat belanja yang dialami oleh target konsumen adalah di tahap persepsi. Tahap ini merupakan tahap dimana target konsumen hanya sampai dibatas tertarik saja. Sehingga perusahaan akan lebih baik mengkaji kembali strategi, pesan, dan juga penentuan media sebagai komponen iklan yang digunakan selama ini.

Kata Kunci : Iklan *digital*, Minat belanja, Korelasi, *The Facet of effect model*

Referensi : 26 (2000-2016)

ABSTRACT

Digital advertising is increasing and going big in the industry today. Many companies are using digital ads to promote their business. Especially with technology based company such as GO-JEK Indonesia. One of their business unit which called GO-MART gave a statement about using digital platform 100% for promotion. That's why this research is needed to examine the correlation between digital ads and buying interest or intention especially for the priority market in South Tangerang which are university students. The literature review started with the concept of advertising as a media persuasive communication with their consumer, digital ads, consumer behavior, buying intention and the theory of facet of effect. The tests that being using is the Pearson formula and a simple linear regression analysis. The results showed that there is a relationship between digital advertising and consumer spending interest target but the relationship between variable is weak that only contributed as much as 14.4%. Based on the core theory, GO-MART's consumers are still on the first stage of the facet effect model which is perception. This is the stage where the consumers are having only an interest with GO-MART. So the company will be better to review strategy, message, and also determination of media as component of advertisement used so far to get the better impact.

Key Words : Digital advertising, Buying intention, Correlation, The Facet Of Effect Model.

Reference : 26 (2000-2016)