

PENGARUH DAYA TARIK IKLAN PUYO *DESSERT SALTED CARAMEL* DI MEDIA SOSIAL *INSTAGRAM* TERHADAP *BRAND AWARENESS*

(Survei dilakukan terhadap *followers Instagram* PUYO Dessert)

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Abstrak

Berkembangnya zaman yang membentuk adanya kebudayaan berlatar belakang kota, membuat makanan *dessert* menjadi makan cepat saji. Hal ini menjadi peluang bisnis untuk para kaum muda. PUYO Dessert menjadi pencetus *silky pudding* pertama di Indonesia. Strategi periklanan dalam melakukan kegiatan promosi adalah melihat bagaimana pengaruh iklan PUYO Dessert pada media sosial *instagram*. Penelitian ini membahas tentang bagaimana Pengaruh Iklan PUYO Dessert Saltted Caramel Di Media Sosial *Instagram* Terhadap *Brand Awaraness*. Tujuan penelitian dalam penelitian ini adalah untuk mengetahui dan mengukur seberapa besar pengaruh iklan PUYO Dessert Salted Caramel di media sosial *instagram* terhadap *Brand Awaraness*. Teori penelitian menggunakan S-O-R. Metode penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini adalah *followers* Instagram PUYO Dessert yang berjumlah 100 responden. Teknik penarikan sampel yang digunakan yaitu *Simple Random sampling*. Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang di sebarakan responden. Hasil penelitian menunjukkan bahwa terdapat pengaruh iklan PUYO Dessert Salted Caramel di sosial *instagram* yang kuat. Berdasarkan perhitungan hasil dari determinasi diketahui nilai Korelasi (r) = 0,719 dan nilai R *square* (yang merupakan penguadratan nilai korelasi) yaitu =51,69 %. Maka dapat disimpulkan 51,69% *Brand awareness* (Variabel Y) *followers* Instagram PUYO Dessert ditentukan oleh daya tarik iklan PUYO dessert salted caramel di media sosial Instagram (Variabel X), dan sisanya sejumlah 48,31% ditentukan oleh faktor lain diluar penelitian.

Kata kunci : Daya Tarik, *Brand Awareness*, Teori SOR

**EFFECT OF ADVERTISING PUYO DESSERT SALTED CARAMEL
ATTRACTION IN THE INSTAGRAM SOCIAL MEDIA AGAINST BRAND
AWARENESS**

(Survey conducted on PUYO Dessert Instagram followers)

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Abstract

The development of the era that formed the culture of the city background, making dessert food became fast food. This has become a business opportunity for young people. PUYO Dessert became the first originator of silky pudding in Indonesia. Advertising strategy in conducting promotional activities is to see how the influence of PUYO Dessert ads on social media instagram. This study discusses how the Influence of PUYO Ads Dessert Saltted Caramel on Instagram Social Media Against Awaraness Brand. The purpose of the research in this study was to find out and measure how much influence PUYO Dessert Salted Caramel advertisements on Instagram social media on Awaraness Brand. Research theory uses S-O-R. This research method uses quantitative methods. The sample in this study was PUYO Dessert Instagram followers, which amounted to 100 respondents. The sampling technique used is Simple Random sampling. Data collection techniques using a questionnaire or questionnaire distributed by respondents. The results showed that there were influences on the PUYO advertisement of Dessert Salted Caramel on strong social instagram. Based on the calculation of the results of the determination it is known that the correlation value $(r) = 0.719$ and nilan R square (which is the correlation value) is $= 51.69\%$. Then it can be concluded that 51.69% Brand awareness (Y variable) PUYO Dessert Instagram followers are determined by the appeal of PUYO dessert salted caramel ads on Instagram social media (Variable X), and the remaining 48.31% is determined by other factors outside of research.

Keywords: *Appeal, Brand Awareness, Stimulus-Organism, Response Theory*