

**PENGARUH PROMOSI “11.11 WONDER SALE” SOCIOLLA
TERHADAP KEPUTUSAN PEMBELIAN *MAKEUP* DI ERA PANDEMI
(Survei Pada *Followers* Instagram Sociolla)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui besaran pengaruh Promosi “11.11 wonder sale” Sociolla di media sosial Instagram terhadap Keputusan Pembelian *Makeup* Di Era Pandemi. Teori yang relevan pada penelitian ini adalah Teori S-R (*Stimulus, Response*). Populasi dari penelitian ini adalah *followers* akun Instagram sociolla dengan jumlah sampel yang didapatkan sebanyak 100 responden.. Hasil korelasi dapat diartikan promosi “11.11 wonder sale” ini sangat berhubungan kuat dengan adanya tindakan keputusan pembelian konsumen terhadap *makeup* di era pandemi. Berdasarkan hasil perhitungan determinasi yang dapat diartikan bahwa promosi “11.11 wonder sale” ini terdapat pengaruh dengan kekuatan “sedang” dalam mempengaruhi keputusan pembelian *makeup* di era pandemi. Hasil tersebut ditunjang dengan hasil uji hipotesis yaitu Promosi “11.11 wonder sale” sociolla berpengaruh terhadap Keputusan Pembelian *Makeup* di Era Pandemi. Hasilnya teori S-R dalam penelitian ini sejalan. Terbukti bahwa responden terpengaruhi pesan yang disampaikan oleh Sociolla berupa promosi “11.11 wonder sale” sehingga mampu membuat khalayak memutuskan pembelian *makeup* di era pandemic.

Kata Kunci : Komunikasi Pemasaran, Promosi, Keputusan Pembelian

***THE EFFECT OF SOCIOLLA'S "11.11 WONDER SALE" PROMOTION
TOWARDS MAKEUP PURCHASE DECISIONS PANDEMI IN THE ERA***

(Survey of Followers Sociolla Instagram)

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ABSTRACT

This study aims to determine the magnitude of the influence of Sociolla's "11.11 wonder sale" promotion on Instagram social media on Purchase Decisions Makeup in the Pandemic Era. The relevant theory in this research is SR Theory (Stimulus, Response). The population of this study is the followers of the sociolla Instagram account with a sample of 100 respondents. The correlation results can be interpreted as the "11.11 wonder sale" promotion is strongly related to the consumer's decision to purchase makeup in the pandemic era. Based on the results of the calculation of determination, the results of the magnitude of the influence of the X variable on the Y variable which can be interpreted that the "11.11 wonder sale" promotion has an influence with "medium" strength in influencing the decision to purchase makeup in the pandemic era. These results are supported by the results of hypothesis testing, namely the promotion of "11.11 wonder sale" sociolla which affects the decision to purchase makeup in the pandemic era. The results of the SR theory in this study are in line. It is evident that the respondents were influenced by the message conveyed by Sociolla in the form of the promotion of "11.11 wonder sale" so that they were able to make the public decide to buy makeup in the pandemic era.

Keywords: *Marketing Communication, Promotion, Purchase Decision.*