**PENGARUH DAYA TARIK IKLAN GO-JEK VERSI HIDUP TANPA BATAS DI MEDIA *SOSIAL* INSTAGRAM TERHADAP *BRAND LOYALTY***

**(Survei Kepada *Followers* Instagram Gojek)**

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**Abstrak**

Latar belakang penelitian ini membahas tentang bagaimana pengaruh daya tarik iklan Go-jek versi hidup tanpa batas di media sosial Instagram terhadap *Brand Loyalty*. Tujuan penelitian dalam penelitian ini adalah untuk mengetahui dan mengukur seberapa besar daya tarik iklan Go-jek versi hidup tanpa batas terhadap *Brand Loyalty*. Teori penelitian menggunakan *Uses and Gratification theory*. Metode penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini adalah *followers* Instagram Go-jek yang berjumlah 100 responden. Teknik penarikan sampel yang digunakan yaitu *Non probability sampling*. Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang di sebarkan responden. Hasil penelitian menunjukan bahwa terdapat pengaruh daya tarik iklan Go-jek versi hidup tanpa batas di media sosial Instagram terhadap *Brand Loyalty* yang kuat. Hipotesis penelitian membuktikan bahwa diperoleh t hitung > t tabel yaitu 15,389 > 1,660, dan besarnya pengaruh daya tarik iklan Go-jek terhadap *Brand Loyalty* adalah 70,7%. Kesimpulan berpengaruh, karena daya tarik iklan Go-jek terhadap *Brand Loyalty* membuktikan bahwa Ho ditolak dan Ha diterima, artinya terdapat pengaruh daya tarik iklan Go-jek versi hidup tanpa batas di media sosial Instagram terhadap *Brand Loyalty*.

**Kata kunci:** Daya tarik iklan, Advertising, *Brand Loyalty*

***THE INFLUENCE OF THE ADVERTISING APPEAL GO-JEK VERSION
LIVE INDEFINITELY IN SOCIAL MEDIA INSTAGRAM AGAINST
BRAND LOYALTY***
*(Survey To Followers Instagram Gojek)*

**Adji Hartono**

***Abstract***

*Background this study discusses how the influence of the advertising appeal Go-jek version live indefinitely in social media Instagram against Brand Loyalty. The goal of the research in this study is to find out and measure how big the advertising appeal Go-jek version of life without limits towards Brand Loyalty. Theory research of using the Uses and Gratification theory. This research method using quantitative methods. The sample in this research is Instagram followers Go-jek totalling 100 respondents. Sample withdrawal technique is used i.e. Non probability sampling. Engineering data collection using the questionnaire or the question form on the spread of respondents. Results of the study show that there are influences of advertising appeal Go-jek version live indefinitely in social media Instagram against Brand Loyalty is strong. The hypothesis of the research prove that the obtained t calculate > t table i.e. 15.389 > 1.660, and the magnitude of the influence of the advertising appeal Go-jek towards Brand Loyalty was 70.7%. The conclusions take effect, because the advertising appeal Go-jek towards Brand Loyalty prove that Ho was rejected and accepted, meaning there is Ha influence the attractiveness of advertising Go-jek version live indefinitely in social media Instagram against Brand Loyalty.*

***Key words:*** *attractiveness of advertising, Advertising, Brand Loyalty*