

PERSEPSI KALANGAN MUDA TERHADAP PROMOSI BERBAYAR “PAID PROMOTE” PADA IKLAN TOKOPEDIA OLEH ARIEF MUHAMMAD DI MEDIA SOSIAL INSTAGRAM.

(Survey pada *followers* @ariefmuhammad)

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ABSTRAK

Latar belakang dalam penelitian ini menjelaskan kegiatan promosi berbayar “*paid promote*” yang dilakukan oleh selebriti *instagram* Arief Muhammad pada iklan tokopedia di media sosial *instagram* yang bertujuan untuk memberikan persepsi tersendiri pada tiap individu tentang pengaruh dari promosi berbayar “*paid promote*” yang sering dilakukan pada selebriti *instagram*. Tokopedia memilih bekerja sama dengan Arief Muhammad sebagai ajang promosi dan menginformasikan produknya pada para kalangan muda yang mengetahui akun *instagram* Arief Muhammad dengan cara membuat video berdurasi 10 detik untuk mempromosikan produk tokopedia. Sehingga para kalangan muda memperoleh informasi produk tokopedia dengan cepat melalui akun *instagram* Arief Muhammad. Hal ini membuat penulis meneliti Persepsi Kalangan Muda Terhadap Promosi Berbayar “*paid promote*” Pada Iklan Tokopedia Oleh Arief Muhammad di Media Sosial *Instagram*. Penulis menggunakan *Individual Differences Theory* dengan populasi dalam penelitian ini adalah warga Tangerang Selatan yang mengetahui akun *instagram* Arief Muhammad, sebanyak 15.179 responden, jumlah sampel yang didapatkan berdasarkan rumus Slovin sebanyak 100 responden. Perbedaan Individu diukur berdasarkan lima dimensi yaitu Sumber Daya Konsumen, Motivasi, Keterlibatan, Pengetahuan dan Sikap. Persepsi diukur berdasarkan empat dimensi yaitu Perhatian, Interpretasi, Pemahaman dan Ekspektasi. Hasil analisis regresi menunjukkan bahwa, dari persamaan regresi dapat dilihat bahwa perbedaan individu pada promosi berbayar “*paid promote*” pada iklan Tokopedia oleh Arief Muhammad di *instagram* memiliki pengaruh yang positif dan signifikan dalam persepsi kalangan muda dan perbedaan individu terhadap promosi berbayar “*paid promote*” pada iklan Tokopedia oleh Arief Muhammad di *instagram* berkontribusi sebesar 69,2% terhadap persepsi kalangan muda.

Kata Kunci : Perbedaan Individu, Persepsi, Promosi Berbayar, Instagram

**YOUTH'S PERCEPTION OF PAID PROMOTE ON FOLLOWERS ARIEF MUHAMMAD
IN SOCIAL INSTAGRAM MEDIA.
(Survey on followers @ariefmuhammad)**

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ABSTRACT

Background in this study describes a paid promotion activities "paid promote" performed by celebrity instagram Arief Muhammad tokopedia on advertising in social media instagram which aims to give its own perception on each individuals about the influence of paid promotion "paid promote" which is often carried out on celebrity instagram. Tokopedia select a teaming up with Muhammad Arief as event promotions and inform its products on the circle of young who knows Muhammad Arief instagram account with how to create a 10 second video to promote tokopedia. So the young among the tokopedia product information quickly via instagram Muhmmad Arief account. This makes the author examines the Perception Among Young Towards Paid Promotion "paid promote" On Tokopedia By Muhammad Arief Ads in Social Media Instagram. The author uses Individual Differences Theory with a population in this research is a citizen of South Tangerang who knows Muhammad Arief instagram account, as much as 15,179 respondents, the number of samples obtained based on Slovin formula as much as 100 respondents. Individual differences are measured based on five dimensions, namely Consumer Resources, motivation, involvement, knowledge and attitude. Perception is measured based on the four dimensions i.e. attention, interpretation, understanding and Ekspetasi. The results of the regression analysis showed that, of the equation regression can be seen that individual differences on paid promotions "paid promote" ad Tokopedia by Muhammad Arief on instagram has a positive and significant influence in the perception of among the young and individual differences against a paid promotion "paid promote" ad Tokopedia by Muhammad Arief on instagram account for 69.2% against the perception among the young.

Keywords: *Individual Differences, Perception, Paid Promote, Instagram*