

EFEKTIVITAS IKLAN SEPATU MILLS *VOLTASALA PRO APEX BBS ELITE* EDISI BAYU SAPTAJI TERHADAP MINAT BELI (STUDI PADA *FOLLOWERS INSTAGRAM @millssportid*)

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ABSTRAK

Perkembangan era digital mendorong brand memanfaatkan media sosial sebagai sarana utama komunikasi pemasaran. Mills sebagai brand olahraga lokal mempromosikan sepatu futsal Voltasala Pro Apex BBS Elite edisi Bayu Saptaji melalui *instagram @milssportid*. Penggunaan figur Bayu Saptaji yang dianggap telah melewati masa puncak karier menimbulkan pertanyaan mengenai efektivitas iklan tersebut dalam mempengaruhi minat beli konsumen. Penelitian ini bertujuan untuk mengetahui efektivitas iklan sepatu Mills Voltasala Pro Apex BBS Elite edisi Bayu Saptaji terhadap minat beli *followers instagram @millssportid*. Efektivitas iklan diukur berdasarkan Teori A-T-R (*Awareness, Trial, dan Reinforcement*), sedangkan minat beli diukur melalui dimensi minat transaksional, referensial, preferensial, dan eksploratif. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Sampel sebanyak 204 responden dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner *google form*. Analisis menggunakan teknik statistik regresi linear sederhana dengan bantuan SPSS statistics versi 23. Hasil penelitian menunjukkan bahwa iklan sepatu Mills Voltasala Pro Apex BBS Elite edisi Bayu Saptaji dinilai efektif dan memiliki pengaruh positif sebesar 62,5% terhadap minat beli *followers instagram @millssportid*, sedangkan sisanya sebesar 37,5% dipengaruhi oleh faktor lain di luar penelitian ini. Temuan ini menunjukkan bahwa iklan dengan figur atlet futsal yang telah melewati masa puncak karirnya masih efektif dalam mendorong minat beli konsumen. Penelitian ini diharapkan dapat menjadi referensi bagi pengembangan strategi komunikasi pemasaran digital pada brand olahraga lokal.

Kata Kunci: Efektivitas iklan, *Instagram*, Minat beli

**ADVERTISING EFFECTIVENESS OF MILLS VOLTASALA PRO APEX
BBS ELITE FOOTWEAR FEATURING BAYU SAPTAJI ON PURCHASE
INTENTION (STUDY CASE AMONG @millssportid INSTAGRAM
FOLLOWERS)**

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ABSTRACT

The advancement of the digital era has encouraged brands to utilize social media as a primary medium for marketing communication. Mills, a local sports brand, promotes the Voltasala Pro Apex BBS Elite futsal shoes, Bayu Saptaji edition, through its Instagram account @millssportid. The use of Bayu Saptaji, who is perceived to have passed his peak athletic career, raises questions regarding the effectiveness of such advertising in influencing consumers' purchase intention. This study aims to examine the effectiveness of the advertisement of Mills Voltasala Pro Apex BBS Elite futsal shoes on the purchase intention of Instagram followers. This study employs a quantitative explanatory approach. Data were collected from 204 respondents using a purposive sampling technique through an online questionnaire. Advertising effectiveness was measured based on the A-T-R Theory (Awareness, Trial, and Reinforcement), while purchase intention was assessed through transactional, referential, preferential, and exploratory dimensions. Data analysis was conducted using simple linear regression with the assistance of SPSS Statistics version 23. The results indicate that the advertisement is effective and has a positive influence of 62.5% on purchase intention, while the remaining 37.5% is influenced by other factors beyond this study. These findings suggest that advertisements featuring futsal athletes who have passed their peak careers remain effective in stimulating purchase intention. This study contributes to the development of digital marketing communication strategies for local sports brands.

Keywords: Advertising effectiveness, Instagram, Purchase intention