

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh paparan iklan di Instagram terhadap minat beli produk Roll to Definer Steel Mascara dari Barenbliss pada pengikut akun Instagram @barenbliss_id. Penelitian ini menggunakan pendekatan kuantitatif dengan metode eksplanatif. Paparan iklan diukur berdasarkan *cognitive response theory* melalui dimensi *product/message thoughts*, *source-oriented thoughts*, dan *ad execution thoughts*, sedangkan minat beli diukur melalui *brand attitude* dan *attitude toward the advertisement*. Data dikumpulkan melalui penyebaran kuesioner kepada 100 responden dengan teknik *purposive sampling* dan dianalisis menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa paparan iklan di Instagram berpengaruh positif dan signifikan terhadap minat beli produk Roll to Definer Steel Mascara dari Barenbliss dengan kontribusi sebesar 41,5%. Pengaruh tersebut didukung oleh penyampaian informasi produk yang jelas, penyajian manfaat dan klaim produk yang meyakinkan, kredibilitas merek sebagai sumber pesan, serta eksekusi iklan yang menarik melalui visual, pemilihan warna, kreativitas penyampaian pesan, dan penggunaan format video pendek (Reels). Kombinasi aspek-aspek tersebut mampu membentuk respons kognitif positif pada audiens sehingga meningkatkan ketertarikan dan minat untuk membeli produk.

Kata kunci: *Cognitive Response Theory*, Instagram, Minat Beli, Paparan Iklan

ABSTRACT

This study aims to determine the effect of Instagram advertising exposure on purchase intention toward Barenbliss's Roll to Definer Steel Mascara among followers of the Instagram account @barenbliss_id. This research employed a quantitative approach with an explanatory method. Advertising exposure was measured using the Cognitive Response Theory, which consists of the dimensions of product/message thoughts, source-oriented thoughts, and ad execution thoughts, while purchase intention was measured through brand attitude and attitude toward the advertisement. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique and analyzed using SPSS version 26. The findings indicate that Instagram advertising exposure has a positive and significant effect on consumers' purchase intention, contributing 41.5% to purchase intention. This effect is driven by clear product information, convincing product benefits and claims, the brand's credibility as the message source, and engaging advertising execution through appealing visuals, color selection, creative message delivery, and the use of short-form video (Reels). These elements generate positive cognitive responses among the audience, thereby increasing their interest and intention to purchase the product.

Keywords: Advertising Exposure, Cognitive Response Theory, Instagram, Purchase Intention