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Pengaruh Iklan Shopee di Media Digital Versi Jackie Chan 9.9 Super Shopping Day terhadap Minat Beli Konsumen (Survey pada Mahasiswa Jurusan *Advertising & Marketing Communication* Universitas Mercu Buana Meruya Angkatan 2016 – 2019  
Bibliografi : 5 Bab 106 hal + Lampiran + 20 Buku + 15 Jurnal

### ABSTRAK

Iklan merupakan sarana komunikasi dalam menyajikan produk atau jasa kepada masyarakat. Banyak media yang digunakan orang untuk beriklan salah satunya melalui media digital (*online*). Penelitian ini bertujuan untuk menganalisis pengaruh Iklan Shopee di Media Digital Versi Jackie Chan 9.9 Super Shopping Day terhadap Minat Beli Konsumen (Survey pada Mahasiswa Jurusan *Advertising & Marketing Communication* Universitas Mercu Buana Meruya Angkatan 2016 – 2019).

*Cognitive response model* adalah sebuah teori untuk mengenali proses kognisi pada iklan. Terpaan iklan media digital shopee 9.9 *Super Shopping Day* akan membentuk sikap positif dan negatif terhadap iklan serta terhadap merek, sikap yang positif atau negatif akan mempengaruhi minat pembelian produk oleh konsumen.

Penelitian ini menggunakan paradigma positivistik. Dalam penelitian ini dikembangkan dengan pendekatan kuantitatif eksplanatif. Dalam penelitian ini penulis mempersempit populasi yaitu jumlah seluruh mahasiswa sebanyak 991 dengan menghitung ukuran sampel sebanyak 113 sampel. Teknik analisis yang digunakan adalah analisis regresi linier sederhana melalui SPSS 25.

Hasil penelitian ini menunjukkan bahwa iklan Shopee di Media Digital Versi Jackie Chan 9.9 Super Shopping Day berpengaruh positif dan signifikan terhadap Minat Beli Konsumen pada Mahasiswa jurusan *advertising & marketing communicaton* Universitas Mercu Buana Meruya angkatan 2016 – 2019. Iklan Shopee Versi Jackie Chan 9.9 Super Shopping Day mempengaruhi minat beli konsumen sebesar 75,6%, sedangkan 24,4% dipengaruhi oleh faktor lain. Hal ini menunjukkan bahwa semakin baik iklan yang dihadirkan Shopee di media digital akan berdampak pada peningkatan minat beli konsumen

Kata Kunci : Iklan, Media Digital, Minat Beli

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*The Influence of Shopee Advertising on Digital Media Jackie Chan's Version of 9.9 Super Shopping Day on Consumer Purchase Interest (Survey of Advertising & Marketing Communication Students at Mercu Buana Meruya University Class of 2016 – 2019*

*Bibliography : 5 Chapters 106 pages + Appendix + 20 Books + 15 Journals*

### **ABSTRACT**

*Advertising is a means of communication in presenting products or services to the public. There are many media that people use to advertise, one of which is through digital media (online). This study aims to analyze the effect of Shopee Advertising on Digital Media Jackie Chan Version 9.9 Super Shopping Day on Consumer Buying Interest (Survey of Advertising & Marketing Communication Department Students, Mercu Buana Meruya University Class of 2016 – 2019.*

*Cognitive response model is a theory to identify cognitive processes in advertising. Exposure to shopee 9.9 Super Shopping Day digital media advertisements will form positive and negative attitudes towards advertising and towards brands, positive or negative attitudes will affect consumer interest in product purchases.*

*This study uses a positivistic paradigm. In this study, an explanatory quantitative approach was developed. In this study, the authors narrow the population, namely the total number of students as many as 991 by calculating the sample size of 113 samples. The analytical technique used is simple linear regression analysis through SPSS 25.*

*The results of this study indicate that Shopee advertising in Digital Media Jackie Chan's version of 9.9 Super Shopping Day has a positive and significant effect on Consumer Purchase Interest in students majoring in advertising & marketing communication Mercu Buana Meruya University class of 2016 – 2019. Shopee ads Jackie Chan version 9.9 Super Shopping Day affect consumer buying interest by 75.6%, while 24.4% is influenced by other factors. This shows that the better the advertisements that Shopee presents on digital media, the better the consumer's buying interest*

*Keywords: Advertising, Digital Media, Buying Interest*