

## ABSTRAK

### Pengaruh Iklan Melalui Media Sosial Instagram Terhadap Brand Awareness Gordi

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Penelitian ini bertujuan untuk mengetahui pengaruh Iklan melalui media social Instagram Untuk menganalisis seberapa besar pengaruh secara parsial attention, interest dan search terhadap brand awernes Gordi dan Untuk menganalisis seberapa besar pengaruh secara simultan attention, interest dan search terhadap brand awernes Gordi.

Penelitian ini merupakan penelitian kuantitatif dengan tiga variabel bebas yaitu Attention (X1), Interest (X2), dan Search (X3) serta variabel terikat yaitu brand awernes (Y). Teknik sampling penelitian ini menggunakan teknik pengumpulan data penyebaran kuesioner. Jumlah sampel sebanyak 225 responden diambil dengan menggunakan teknik *purposive sampling*, teknik analisis data yang digunakan adalah regresi linier sederhana, koefisien determinasi, uji t dan uji f.

Hasil penelitian menunjukkan terdapat pengaruh positif dan signifikan bahwa variabel Attention (X1) menghasilkan t hitung sebesar 6.418, terdapat pengaruh positif dan signifikan terlihat bahwa variabel Interest (X2) menghasilkan t hitung sebesar 8.412, terdapat pengaruh positif dan signifikan terlihat bahwa variabel Search (X3) menghasilkan t hitung sebesar 23.961 dan bahwa variabel Attention (X1), Interest (X2) dan Search (X3) secara bersama-sama berpengaruh positif dan signifikan terhadap Brand Awernes dengan f hitung sebesar 18,277. determinasi pada *model summary* persamaan I menyatakan *Adjusted R Square* sebesar 0,930 atau 93.4% dan sisanya sebesar 8,34% dipengaruhi oleh variabel diluar model penelitian, yang artinya variabel Search memberikan pengaruh sebesar 93.4% terhadap brand awernes (Y).

***Kata Kunci : Attention Interest, Search, Brand Awernes***

## **ABSTRACT**

### **Pengaruh Iklan Melalui Media Sosial Instagram Terhadap Brand Awareness Gordi**

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*This study aims to determine the effect of advertising through social media Instagram to analyze how much influence partially attention, interest and search have on the Awernes Gordi brand and to analyze how much influence simultaneously attention, interest and search on the Awernes Gordi brand.*

*This research is a quantitative research with three independent variables, namely Attention (X1), Interest (X2), and Search (X3) and the dependent variable is brand awareness (Y). The sampling technique of this study used data collection techniques for distributing questionnaires. The number of samples as many as 225 respondents was taken using purposive sampling technique, the data analysis technique used was simple linear regression, coefficient of determination, t test and f test.*

*The results showed that there was a positive and significant influence that the Attention variable (X1) produced a t count of 6,418, there was a positive and significant effect, it could be seen that the Interest variable (X2) produced a t count of 8,412, there was a positive and significant effect, it can be seen that the Search variable (X3) resulting in a t count of 23,961 and that the Attention (X1), Interest (X2) and Search (X3) variables together have a positive and significant effect on Brand Awerness with an f count of 18.277. determination in the model summary equation I states that Adjusted R Square is 0.930 or 93.4% and the remaining 8.34% is influenced by variables outside the research model, which means that the Search variable has an effect of 93.4% on brand awareness (Y).*

**Keywords: Attention, Interest, Search, Brand Awareness**