

ABSTRACT

In the world of marketing today many developments occur because of the presence of digital media, especially social media. One example, many large companies use YouTube social media as a medium for creating content marketing. One company that has made content marketing through Youtube is Shopee, in an ad format with the title "Parody of Jokowi Bicycle Gifts". Advertising is one of the elements of IMC (Integrated Marketing Communication) as a promotional media. The advertisement "Parody of Jokowi Bicycle Gifts" is an advertisement that uses the humor genre. The purpose of this study was to find out how much influence the Jokowi KW version of Shopee advertisements had on purchasing decisions at Shopee. In this study involved one independent variable and one dependent variable. The independent variable which is Shopee ad (X), and the dependent variable is the purchasing decision (Y). This study uses quantitative methods with descriptive data analysis techniques and simple linear regression. Sampling using a non-probability sampling method as many as 400 respondents in Indonesia. Based on descriptive analysis, the results show that the responses of respondents as a whole are in the good category. This means that it can be seen that there is a significant influence from Shopee advertisements on purchasing decisions.

Keywords: Advertisements, Purchasing Decisions.