

ABSTRACT

In 2008 Heavenly Blush stood as Kedai Sehat café with the theme of "Healty Food and Drink" in the Jakarta area, but in 2014 Heavenly Blush decreased its turnover, and Heavenly Blush decided to close all stores in the Jakarta area, in mid 2014 Heavenly Blush rose by changing a healthy shop become a retail product that is marketed in various modern markets in Indonesia by collaborating with PT. Nutrifood. Social Media Marketing became a Heavenly Blush solution to introduce new products to audiences. The purpose of this study was to find out how the influence between Social Media Marketing and Audience Response.

This study uses the Hierarchy of Effects Models The reason for using the effect model is one of the consumer behavior models that provides a general perspective for analyzing the impact of communication including responses and attitudes towards messages (Belch & Belch, 2009: 158).

This study uses quantitative methods with explanatory research types. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Recapitulation of Social Media Marketing Variables obtained a percentage of 83.21% and Audience Response Variables obtained a percentage of 83.37% which had a good category meaning. The results showed that Heavenly Social Media Marketing had a significant effect on audience responses to Heavenly Blush Instagram account followers. This is evidenced through the results of hypothesis testing (t-test) social media marketing variables on audience responses of 10,632 and p-value (Sig.) Of 0,000. Due to the value of tcount is greater than the value of ttable ($10,632 > 1,984$) and the significance value of 5% means that social media marketing has a significant effect on audience responses on Instagram followers of Heavenly Blush.

The conclusion of this study is to show that the audience response variables on Heavenly Blush Instagram account followers are able to be influenced by social media marketing with a total contribution of 53.6% while the remaining 46.4% is the influence or contribution of other factors not examined outside of research.

Keywords: Social Media Marketing, Audience Response, Hierarchy of Effects Models Theory.

