

## ABSTRACT

Technological developments in the modern era make communication a tool that makes it easier for people to share information in a relatively short time. The use of communication tools accompanied by social media applications has been used by many as a business opportunity. One of the media that is widely used for business as a media for disseminating information is the LINE application. Tumblr is one of the official LINE accounts with a large number of followers who open paid promotional services for online retailers who want to promote their merchandise. In promoting paid promotion services Tumblr tries to design advertisements as testimonial photos accompanied by captions, the message is expected to have an effect on the followers of the Tumblr account and achieve the desired goals. The purpose of this study was to determine the effectiveness of paid promotional Tumblr ads on Tumblr followers using the Customer Response Index (CRI) concept of the AISAS concept (Attention, Interest, Search, Action, and Share). The design used in this study is quantitative, and the sampling technique of this study uses Simple Random Sampling with a set of respondents as many as 100 people. The method of data collection is done through Google Doc or Google Form distributed through LINE official Tumblr to followers of Tumblr accounts. Data processing is done using Microsoft Excel and SPSS. The data analysis technique used is descriptive analysis and calculation of the Customer Response Index (CRI) Based on the CRI calculation, the results of the study state that paid promotional Tumblr advertisements are not effective at the share stage with the AISAS CRI value of 13.66, the AIAS CRI is 18.38, the AISS CRI is 20.55, and the AIS CRI is 27.64. Four possibilities for this CRI AISAS model have a low value. The cause of the low value of CRI is due to the low share dimensions made by followers of paid promotional Tumblr advertisements, causing other dimensions to be ineffective.

**Keywords: CRI, AISAS, E-Business, E-Commerce, Effectiveness, Social Media.**