

ABSTRACT

Today's technological developments have provided many benefits, for example in global marketing. With this development, encourage marketers to create marketing strategies in the form of E-Marketing (Electronic Marketing). The increasing technological advancement, the competition in today's business world is increasingly stringent. Therefore, the important promotion is done by the company to strengthen the brand character of a company. There are many ways to promote a company's products or services, one of which is with advertisements. This research was conducted to know the effectiveness of the content of IndiHome advertising through social media Instagram Telkom Jabar. The purpose of this research is to analyze how the effectiveness of the content of IndiHome advertising through Instagram social media using the Customer Response Index (CRI) method. CRI method is an analysis used to measure ad effectiveness by using five sub-variables, Awareness, Comprehend (comprehension), Interest, Intentions (intention), and Action (action). This research uses quantitative methods with the type of descriptive analysis research. Sampling is done by non-probability sampling type purposive sampling with the number of respondents as much as 100 respondents. Based on the results of the data processing, each dimension gets points that have an effective category of CRI value of 68.02% with Unaware of 0%, No Comprehend of 7%, No Interest of 10.97%, No Intention of 8.01% and No Action of 6%. From the results of the rate measurement of the effectiveness of IndiHome advertisement content through social media Instagram Telkom Jabar using CRI method, indicating that the effectiveness of the content of IndiHome advertising through Instagram Telkom Jabar belongs to the category Effective.

Keywords: *ad effectiveness, CRI method, social media, Instagram*