

ABSTRACT

The development of the Coffee Shop industry in Indonesia is increasing rapidly following the current trend of drinking coffee in the past few years. With the increasingly fierce competition between the Coffee Shop industry in Indonesia, especially in the city of Bandung, it is encouraging marketers to make marketing strategies in the form of E-Marketing (Electronic Marketing) following the development of technology in this global era. There are many ways companies promote their products, one of which is through advertising. This study was conducted to determine the level of effectiveness of Social Media Ads on Instagram Sunny Side Coffee using the CRI (Customer Relationship Management) method. CRI method is an analysis used to measure the effectiveness of advertisements using five sub-variables namely Awareness (awareness), Comprehend (understanding), Interest (interest), Intentions (intentions), Actions (actions). This research uses quantitative methods with the type of descriptive analysis research. Sampling was conducted using a non-probability sampling method with a purposive sampling type with a total of 100 respondents. Based on the results of data processing, each dimension gets points with Awareness dimension having a percentage of 100%, Comprehend 83%, Interest 91.16%, Intention 90.86% and Action 75.38%. And the CRI value of 75.38% found that the Instagram sunny side coffee ads were effective because the CRI value was greater than the value of Unaware, No Comprehend, No Interest, No Intention, No Action.

Keywords: Customer Response Index, Instagram, Effectivity Ads