

ABSTRACT

The numbering of tutoring institutions in Indonesia has made competition in the tutoring industry very tight, so that the tutoring institution is trying to attract students and make them to be interested in using tutoring in that place. One of the type efforts made by Ganesha Operation Tutoring to attract students by use social media that is often used now area is Instagram with the aim of make it easier to introduce Ganesha Operation tutoring services and attracting students through online media so that its coverage is broad this study aims to determine the perception of Ganesha Operation students regarding the attraction of advertisement on the official Instagram Ganesha Operation.

This type of research was conducted quantitatively with descriptive methods. The sampling method used is Nonprobability Sampling and Purposive Sampling. Data collection techniques carried out by distributing questionnaires and observations. The population of this research is students of Ganesha Operation who follow Instagram Official Ganesha Operation. Data collection by questionnaire method. Data analysis techniques using descriptive statistics.

The results of the calculation of the overall dimensions of the overall dimensions on the Attraction of Advertisements that have performance values in the category of "Good" include the dimensions of the Attraction of the Supporting Role (Endoser) and the Power of Music Advertising. while the performance scores in the "Neutral" category include the dimensions of Humor Attractiveness, Fear Fascination, Attractiveness as Attractor and Attractiveness of Sexual Elements. Ganesha Operation Pusat is on the dimension of "Attractiveness of Supporting Roles (Endosers)" with a percentage of 71.8% with the category "Good". The lowest level of perception of students / I Ganesha Operation on the performance of Attraction Attractiveness conducted by Tutoring Ganesha Operation is on the dimensions of "Humor Attractiveness" and "Attractiveness of guilt as attractor" with a percentage of 60% with the category of "Neutral".

Keywords: Marketing Management, Marketing Mix, Ad Attractiveness, Ad Attractiveness Dimension.