

ABSTRACT

With the growth of a stable insurance companies it will be a challenge for the insurance company that first there is already such a Prudential coming into Indonesia in 1995. The development of insurance today increasingly rapid data views from the financial services authority in the year 2017, life insurance, general insurance, and reinsurance.

Sampling in this study using a simple random sampling technique and acquired 100 respondents and data sources that are generated in this study is the primary data resulting from the dissemination of questionnaires via Google Doc/Google Form disseminated and the dissemination of the questionnaire is done manually.

The purpose of this research is to know the effectiveness of Prudential advertising in social media Instagram method using the CRI consists of five dimensions that is, awareness, comprehend, interest, intention, and action. processing of CRI Arithmetic calculation is done with. Data analysis techniques used are descriptive analysis and calculation of the Customer Response Index (CRI). The results of this research show that ad Prudential dimedia social Instagram is effective. This result can also be seen from the results of the calculation values for the presentation of the CRI is obtained in which the value of the CRI action of 67.01% greater than the value of the percentage of the No. 13% comprehend.

Key words: effectiveness of advertising, Social Media, Instagram, Customer Response Index