

ABSTRACT

Bandung City as the capital of West Java Province, is one of the well-known cities In Indonesia that has become a centre for fashion accessories. It's even been known as Paris Van Java. One of the creative industries in the fashion field in Bandung that's quite famous is the Guten.Inc. This business that was established in the year 2011 is experiencing a significant growth after making several changes in their business strategy, especially in the field of marketing. Guten.Inc initially only produces leather handmade shoe products for students and young people as its target customer. Guten.Inc then expands by adding products that are not only leather shoes, such as wallets, bags, watches, bracelets, T-Shirt, belts, parka, leather jacket and sandals. Then Guten.Inc expands their market segmentation from young people and university students, to regional and national public, and even overseas market. Guten.Inc uses marketing communications by utilizing social media as a means to promote its products. Social media platforms used by Guten.Inc to market their products are Google Ads, Facebook Ads and Instagram Ads. Among these social media, this research focuses on one social media platform which is Instagram. The Customer Response Index Method (CRI) is used to measure the effectiveness of Instagram Ads for advertising. The measurement of advertising effectiveness uses CRI that consists of five variables, namely awareness, comprehend, interest, intentions, and action. The result of this research proves that advertisement on social media, especially Instagram is not yet effective with the value of each variable: awareness equals to 47,6%, comprehend 42,7%, interest 57,6%, intentions 48,1 %, and actions amounting to 50.4%. The final result of Customer Response Index (CRI) is 2.8%.

Keywords: Promotion Effectiveness, Social Media, Customer Response Index (CRI)