

ABSTRACT

The presence of the internet, which shows the development of the times from traditional to modern times, has actually changed various aspects of people's lives around the world, including Indonesia. Finewale, which is a local fashion brand, utilizes internet presence through one of the social media applications, namely Instagram as a medium to market and sell its products. However, in marketing and selling their products through Instagram, there are quite a lot of aspects that must be considered in order to attract the attention of a large audience so that the audience can give a good attitude towards advertisements served through visual content.

The purpose of this study is to determine the aspects of the advertisements that are served to the audience, namely the credibility of the advertisements, irritation of advertisements, informativeness of advertisements, entertainment in advertisements, and personalization of advertisements towards consumer attitudes towards Finewale advertisements and fashion brands.

The research method used is a quantitative method by distributing questionnaires online to 420 Instagram social media users who are the audience of Finewale Instagram ads. Then the data analysis technique used in this research is Structural Equation Modeling (SEM) assisted by Microsoft Excel, SPSS, and AMOS 24 software.

Keywords: *Advertising value, ads personalization, consumer attitudes towards advertisement, consumer attitudes towards brands.*