

## ABSTRACT

*In today's digital era, along with the development of various advertisements, this is indicated by the emergence of advertisements on the internet. Business people, one of which is a fast foods restaurant, see Instagram as an opportunity to become a promotional medium in promoting and marketing the products they offer to the public, one of which is Burger King. Burger King advertisement "Order from McDonald's" has the most likes on Instagram @burgerking.id. Advertising is one of the tools used by a company to be able to direct persuasive communications to customers or target markets. The purpose of this study was to determine the influence and how much influence the Indonesian Burger King advertisement "Order from McDonald's" has on audience response. In this study, there are independent variables, namely advertisements with indicators of words/seen words, pictures, colors and the dependent variable, namely audience response with indicators of attention, interest, search, action, and share. The method used in this study is quantitative with descriptive purposes and uses online data collection techniques for a total of 400 samples collected through the distribution of Google forms. The results of the study prove that there is a significant influence between advertising on audience response. This is evidenced by testing the hypothesis test using the t test, namely the t count value of 14,927 > the t table value of 1,971, then  $H_0$  is rejected, which means that there is an influence of Burger King advertisements on audience response.*

**Keywords:** Advertising, Audience Response, Burger King