

ABSTRACT

The trend of the e-commerce industry in Indonesia is growing very rapidly from year to year and has an impact on the economy in Indonesia, in the e-commerce industry competition. The role of Tokopedia advertising in point blank online games on buying interest in the Tokopedia application is actually expected to increase purchases of all Tokopedia products and the download intensity of the Tokopedia application itself, but Tokopedia also provides products that are definitely needed by point blank online game players, namely vouchers. games or commonly called PB Cash. This study aims to determine whether there is any influence of Tokopedia advertising in the Point Blank Online Game on the interest in buying game products by active players and to find out how much influence Tokopedia advertising has in the Point Blank Online Game on the interest in buying game products by active users. Researchers used a type of quantitative research method with a descriptive research design. The study population is 500,000 users. Researchers used non-probability sampling techniques and obtained a total sample of 400 users. The results of the study obtained a Sig value of $0.000 < 0.05$ and a tcount value of $13.674 > t$ table of 1.962 which means that there is an influence between Product Placement Advertising on Buying Interest in active users of point blank online games. The percentage of Product Placement Advertisements can explain the Buying Interest of active point blank online game users by 32%, while the remaining 68% is influenced by other variables not included in the study.

Keywords: Game Online, Point Blank, Buying Interest