

ABSTRACT

Today Online Shops are facing the challenge to increase their sales by developing creative promotion strategy through advertisement on Instagram. Instagram is a digital media platform with the largest user in the world after acquired by Facebook, so it has a great potential for Online Shops to promote their products. Instagram account Dagelan is the object of this study to determine the factors of the influence of advertising on consumer attitudes.

The purpose of this study was to perform tests and analyze the impact of advertising on consumer attitude who is Instagram Dagelan's followers. This study uses a model study of Ramaprasad and Thurwanger 1998. The variables studied such as, Credibility, Informative, Hedonic / Pleasure, Good for the Economy, and Consumers Attitude towards Advertising.

This study used a sample of 100 people. Instrument of data collecting in this research use questioner distributed through online. The test is done by multiple regression analysis technique. Software used to perform data analysis was SPSS Statistics 17.0.

Based on the results of data processing, it is known that advertising on the variable Credibility and Hedonic / Pleasure shows a high value, which means showing a significant influence on consumer attitudes who is Instagram Dagelan's followers, but the most important factor in the consumers attitude followers instagram Dagelan is variable Hedonic/Pleasure.

Based on the research results, to improve consumer attitudes who is Instagram Dagelan's followers, Dagelan better advertise more fun like advertising an unique and funny characters that characterize Dagelan and advertising about the program discount of products/services displayed. Dagelan is also advised to form a special creative team to serve advertising services, and Dagelan can offer creative ideas to clients who want to post ther advertising in Instagram Dagelan. Dagelan provides a special email for advertising consultancy or advertising creation services.

Keywords : *Advertising, Consumer Attitudes, Social Media, Hedonic/Pleasure, Online Shop.*