ABSTRACT

Go-Pay has used digital platforms in marketing its products and services, Go-Pay uses the digital platform Youtube in advertising its services. This study aims to measure the effectiveness of the Go-Pay advertising version of "Secret Seasoning from Bu Sisca who Makes #moreenak" using the CRI model. CRI MODEL, which starts from the first level, namely awareness or awareness dimension, comprehend or understanding dimension, interest or interest dimension, intentions or dimension where the desire to buy arises and the last is action or purchase action dimension. The hypothesis of this study is that the Go-Pay Ad version of "Secret Seasoning from Mrs. Sisca that Makes #moreenak" is considered effective.The research methodology used is descriptive quantitative. The population used is subscribers from the Go-Pay Indonesia Youtube account who have watched the video 'Secret Seasoning from Mrs. Sisca who Makes #moreenak' with a sample of 100 respondents. Data collection was obtained through the distribution of questionnaires. Data analysis in this study used the CRI Model. The results of the study entitled "Secret Seasoning from Mrs. Sisca that Makes #moreenak" on Youtube Using the CRI Model is effective into the effective category with the Aware indicator or product awareness having a value of 89.4%, comprehending 82.5%, interest 88.6% , intention with a value of 84% and the last is the action dimension, which is 99.75%.

Keywords: Effectiveness, Advertising, Go-Pay, Customer Response Index