

ABSTRACT

ANALYSIS OF THE EFFECTIVENESS OF ADVERTISING USING THROUGH META ADS AND GOOGLE ADS IN FASHIONLABS.ID MSMEs

The development of online media and social media is very strong, visits to online media and social media range from 30-583 million visits with a visit time range of 5-23 minutes per visit. Social media such as YouTube, Instagram, Facebook, TikTok and Twitter are often visited by people which shows that they have high appeal. Fashionlabs.id is one of the MSMEs that uses the internet platform as an advertising medium. Fashionlabs.id has been recorded as having used advertising platforms such as Meta Ads and Google Ads for quite some time to promote its brands and products to consumers. The current research wants to test and analyze how effective the use of advertising via Meta ads and Google ads is on umkm fashionlabs.id.

Data collection is carried out by placing advertisements on the Meta Ads and Google Ads platforms which will be carried out for 3 months. The population in the research is user impressions obtained from advertising results using Meta Ads and Google Ads. The samples in the research came from the results of advertising carried out on Meta Ads and Google Ads, 2 samples per week for a total of 24 samples. Data processing is carried out through an analysis process in Meta Ads Manager and Google Analytics using Microsoft Excel. Data analysis in this research is an interactive model analysis technique consisting of data reduction, data presentation, and drawing conclusions. The results of this research show that the target audience achieved is in accordance with the targets set by UMKM Fashionlabs.id. 2) The Google ads platform has higher effectiveness in attracting audience interest in Fashionlabs.id MSMEs. 3) Google ads campaign models with more specific campaigns such as 'Need Clothes and Baby Equipment' get more impressions from users, as well as the total clicks obtained when compared to using more general content campaigns.

Keywords: *Meta ads, Google ads, UMKM, Fashionlabs.id*