

## ABSTRAK

Judul : Pengaruh Daya Tarik Iklan Shopee 12.12 Birthday Sale di Youtube terhadap Minat Beli di SMA Nusantara 1 Tangerang  
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Tujuan penelitian ini membahas Pengaruh daya tarik iklan Shopee 12.12 Birthday Sale di youtube terhadap minat beli di SMA Nusantara 1 Tangerang. Metode penelitiannya adalah kuantitatif dan analisis deskriptif. Variabel bebas penelitian ini yaitu Pengaruh Daya Tarik Iklan dan variable terikat yaitu minat beli siswa di SMA Nusantara 1 Tangerang. Pendekatan penelitian yang digunakan yakni kuantitatif dan pengumpulan data dengan metode survei. Dengan menggunakan rumus slovin, penulis mampu mendapatkan 67 dari 204 populasi .Kuesioner dibagikan melalui *google form* untuk siswa-siswi kelas XI SMA Nusantara 1 Tangerang untuk mengumpulkan data. Koefisien determinasi (R Square) sebesar 0,727, menunjukkan bahwa hubungan antara variabel X (Pengaruh daya Tarik Iklan) dengan variable Y (Minat Beli) adalah sebesar 72,7%, Sedangkan sisanya 24,6% dipengaruhi oleh variable lain. Setelah dilakukan analisis nilai t hitung dari hasil uji hipotesis penelitian ini adalah 14.114 dengan nilai signifikansi alpha 5 % ( $0.000 < 0,05$ ) maka Ho ditolak dan Ha diterima. Penulis dapat menyimpulkan dari temuan penelitian ini bahwa variable pengaruh daya tarik iklan dan minat beli mempunyai pengaruh yang sangat kuat.

Kata Kunci: Daya tarik Iklan, Shopee, Media Sosial, Minat Beli

## ABSTRACT

*Title : The Effect Of Attraction To Attraction Of Shopee Advertising 12.12 Birthday Sale On Youtube On Purchase Interest In Sma Nusantara 1 Tangerang*  
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*This study discusses the influence of attractiveness Shopee 12.12 Birthday Sale advertisements on youtube on buying interest at SMA Nusantara 1 Tangerang. The research method is quantitative and descriptive analysis. The independent variable used by the author in this study is the Effect of Advertising Attractiveness and the dependent variable is buying interest. This research uses quantitative research with survey method. The population in this study was 204 and the author got 67 out of 204 using the slovin formula. Data was obtained by distributing questionnaires via google form to class XI SMA Nusantara 1 Tangerang. The coefficient of determination (R Square) is 0.727, which implies that the relationship between variable X (Influence of Ads Attractiveness) and variable Y (Purchase Interest) is 72.7%, while the others is 24.6% is influended by others variables. After doing the anaylisis, the t-count value from the result of hypothesis testing in this study was 14,114 with a significance value of 5% alpha ( $0.000 < 0.05$ ), then  $H_0$  was rejected.  $H_a$  was accepted. The results of this study, the author can draw the conclusion that the variable influence of advertising attractiveness and buying interest has a very strong influence.*

*Keywords: Advertising Attractiveness, Shopee, Social Media, Buying Interest*