

ABSTRAK

Penelitian ini dilakukan untuk mengetahui minat masyarakat yang merupakan *followers* akun Instagram fanbase BTS yang telah melihat iklan Tokopedia BTS dalam mengunduh aplikasi Tokopedia. Tokopedia adalah suatu organisasi inovasi Indonesia yang berjalan di bidang *e-commerce*. Pada tanggal 7 Oktober 2019, Tokopedia berkolaborasi dengan supergrup K-pop BTS untuk memperoleh *brand ambasadornya*. Bangtan Sonyeondan (BTS). Dalam penelitian ini, peneliti mempergunakan pendekatan kuantitatif dengan cara survey dan menggunakan rumus Slovin dengan jumlah sampel 100 responden. Hasil daya Tarik iklan Tokopedia BTS (X) menyatakan hasil yang tinggi dengan 63% hasil survey menunjukkan skor sangat setuju dan nilai minat mengunduh (Y) juga menyatakan hasil yang tinggi dengan 55% hasil survey menunjukkan skor setuju. Peneliti mendapatkan hasil penelitian yang menyimpulkan bahwa daya tarik iklan Tokopedia BTS tinggi, sehingga menghasilkan minat unduh aplikasi Tokopedia yang tinggi.

Kata Kunci : Daya Tarik, Iklan, Minat, Tokopedia, BTS

ABSTRACT

This study was conducted to determine the Interest of the public Who are followers of the BTS fanbase Instagram account Who have seen the Tokopedia BTS advertisement in downloading the Tokopedia application. Tokopedia is an Indonesian innovation organization that operates in the e-commerce field. On October 7, 2019, Tokopedia collaborated with the K-pop supergroup BTS to get its brand ambassador. Bangtan Sonyeondan (BTS). In this study, researchers used a quantitative approach by means of a survey and using the Slovin formula with a sample of 100 respondents. The results of the attractiveness of the Tokopedia BTS advertisement (X) stated high results with 63% of the survey results showing a score of strongly agree and the value of Interest in downloading (Y) also stating high results with 55% of the survey results showing a score of agreeing. Researchers obtained research results which concluded that the attractiveness of the Tokopedia BTS advertisement was high, resulting in high Interest in downloading the Tokopedia application.

Keywords: AttrAction, Advertising, Interests, Tokopedia, BTS