ABSTRACT

Giveaway program was one of a sales promotion program from Melodiary, Giveaway program may the customer to tweeting their shop item's picture and mention to Melodiary in Twitter or uploading shop item's picture and tag Melodiary on Instagram, if the customer do this, then the lucky chosen customer will win the special item from Melodiary's Giveaway Program. Besides, customer who participating this program can't be separated by their activity to doing word of mouth indirectly to this Giveaway program, so the researcher interest to investigate customer activity as their responses to Melodiary's Giveaway program. That responses will be divided in AISAS model, which include investigating response through attention, response through interest, response through search, response through action, and response through share. Those responses will be investigated by the researcher based on the information that given by the Informant when he/she's participating Melodiary's Giveaway Program. The Informant for this research, there are 7 (seven) Informants, each Informants will represent each responses in participating Giveaway program, that response also will be investigated by researcher through AISAS model, and also will be did by researcher with qualitative descriptive method.

Key Words: Response, Giveaway, Melodiary, AISAS, Qualitative Descriptive