

ABSTRACT

The growth of traditional to modern era pushed the presence of internet which has been significantly changed the lives of the world community, included Indonesia. Phillip Works is a local fashion brand that utilizes the internet presence through the Instagram's app as an opportunity to promote their products. However, in promoting their products on Instagram, many aspects of advertising must be considered in order to be able to attract a large number of audiences and the audience can give a good attitude towards the brand itself.

The purpose of this study was to determine aspects of advertising value, namely advertising credibility, lack of advertising irritation, advertising informativeness, entertainment in advertising and ads personalization to consumer attitudes towards the Phillip Works brand with consumer attitudes towards the advertisement as intervening variable.

The research method used is a quantitative method by distributing online questionnaires to 400 Instagram users who get Phillip Works's Instagram Advertisement. The data analysis technique used in this study is Structural Equation Modeling (SEM) assisted by AMOS 24 software.

Based on the results of hypothesis testing that has been carried out, it was found that credibility, lack of irritation, informativeness, and advertising entertainment have a positive influence on consumer attitudes towards Instagram Advertisement that Phillip Works made, also consumer attitudes towards advertisements have a positive influence on consumer attitudes towards the Phillip Works brand. Meanwhile, advertising personalization does not have a positive influence on consumer attitudes towards Instagram Advertisements in Phillip Works.

From the results, it can be concluded that there are five accepted hypotheses and one rejected hypothesis. Therefore, in the future, Phillip Works must be able to maintain the advertising credibility, lack of irritation of the advertisements, informativeness of advertisements, and entertainment in the advertisements so that consumer attitudes towards Phillip Works advertisements can produce good attitudes in consumers side, which will have a positive impact also on consumer attitudes towards Phillip Works.

Keywords: Advertising value, ads personalization, consumer attitudes towards advertisement, consumer attitudes towards brands.