

ABSTRACT

Improvement and development of the internet was very fast and the impact on emerging trends of using media social or instant messenger to helping business that today's is very popular. One of social media or instant messenger that used for business as media of delivering information is LINE, through the official account features to provide information to customers. Related to this, there should be research on the effectiveness LINE as a media to deliver advertisement (promotion) to customers.

The purpose of this research to analysing the percentage effectiveness of the use LINE Shopping as a media to deliver advertisement (promotion) using a calculation of Customer Response Index (CRI), and using the concept of AISAS (Attention, Interest, Search, Action, Share).

The sampling technique of this research using non-probability sampling with purposive sample selection technique. Method of data collection was conducted through distributing questionnaire through via Google Docs/Google Form with intermediary by LINE to the students of Telkom University who use LINE application and subscribe official account LINE Shopping. Processing data using Microsoft Excel software and SPSS v.20. The data analyst technique used is Descriptive Analysis and calculation Customer Response Index (CRI).

CRI with AISAS concept calculation results of advertising effectiveness (promo) delivered via LINE Shopping own "Effective", because the calculation of 4 models AISAS (27.8%), AISA (40.5%), Aiss (38%), AIS (52 , 9%) higher than the Share No, No Action, No Search, No Interest and No Attention. As for LINE Shopping stated "Effective" as a medium to deliver information for business with the calculated CRI models AISAS (29.2%), AISA (41.8%), Aiss (38.7%) and AIS (56.6%) is still higher than of No Share, No Action, No Search, No Interest and No Attention.

Result of researcher suggests to upgrade in stages Search and Share, by providing ease of access for consumers to search information before the decision making and to stimulate consumer making sharing information.

Keywords: AISAS, CRI, E-Business, E-Commerce, Effectiveness, Social Media.