

Abstract

This study aims to find out how much influence the Hijup Hevea story adverts have on consumer attitudes. This analysis uses independent variables, namely advertising with sub-elements of online advertising elements and the dependent variable is the attitude of consumers with sub-variables cognitive, affective, conative. Instagram features that are increasingly growing, Instagram is only able to share photos, but now also can share stories through short videos, Instagram stories, and there are live features, where Instagram users can broadcast live anywhere and anytime, and the latest is IGTV who can poll the long videos and also many Instagram ads now appearing either from photos or on Instagram stories in advertising there are also various kinds of stages or processes so that the product successfully enters the market one of which is consumer attitudes namely cognitive, affective and conative. This research is a quantitative research with a descriptive quantitative approach. The population in this study is the followers of the Hijup Instagram, while the sample in this study is determined using the Slovin formula so that a certain amount must be met. Data collection is done by using questionnaires distributed to followers of Hijup. While the analysis used in this research is simple linear regression analysis, by testing the statistical test hypothesis t. The results of this study indicate that the magnitude of the influence of Hijup Hevea story advertisement on cognitive effects is only 44.7% of 100%, the influence of Hijup Hevea story advertisement on affective effects is 51.2% of 100%, and the influence of Hijup Hevea story advertisement adverts the effect of konatif is 37.1% of 100%

Keywords: Advertising, Instagram, Cognitive, Affective, Conative, Hijup