

ABSTRACT

This study aims to determine the effectiveness of advertisements on Indihome products through Instagram social media using the CRI method. The Customer Response Index is the basis for developing the hierarchy of effects method that is used to measure the effectiveness of advertising for audiences in the form of a percentage of the total audience (Ernestivita, 2016). CRI displays the initial process of the stages of awareness or builds the last awareness of comprehend, interest, Intentions, and the last stage is action. Sampling in this study used a simple random sampling technique with 100 respondents from the Bandung community and the source of the data generated in this study was primary data generated from the distribution of questionnaires through Google Doc / Google Form that was distributed and questionnaires distributed manually. The data analysis technique used is quantitative, descriptive analysis and calculation of the Customer Response Index (CRI). The results of this study can be seen that Indihome advertisements through Instagram have a value of CRI calculation of 48.01%.

Keyword: Advertising Effectiveness, CRI Method, Social Media, Instagram.