

ABSTRACT

Social media users who are already high enough to prove that a lot of potential is obtained by utilizing social media itself. The data shows that the percentage of users who accessed Youtube reached 88% of the most frequently accessed social media, next to WhatsApps at 84%, Facebook at 82%, and Instagram 79% source by Websindo 2020. This condition, makes the development of advertising more advanced in social media and more and more businesses use advertising as one product promotion media. In this case Avana ID also uses social media advertising as a form of promotion so that the effectiveness of advertising on Instagram social media is measured using the Customer Response Index method which has five sub-variables consisting of Awareness, Comprehend, Interest, Intention, Action to find out the effectiveness of Instagram ads on Avana ID. This study uses quantitative research methods with the purpose of descriptive analysis. For sampling using non-probability sampling method purposive sampling type. The results of this study indicate that the Avana advertisement is said to be effective because the value of the Customer Response Index obtained is 28,42% greater than the No Comprehend value of 0,46%. With a percentage of detail Aware 91.5%; Comprehend 99.5%; Interest 76%; Intention 83,5%; Action 49,2%.

Keywords: Social Media, Advertising Effectiveness, CRI (Customer Response Index)