

## **ABSTRACT**

Tokopedia is ranked sixth as the most visited site in Indonesia and ranks number one as the most visited online store in Indonesia. Tokopedia is an online store with a promotional strategy that is quite interesting. Tokopedia conducts a promotional strategy by creating a sales promotion Flash Sale program. Flash Sale is a sales promotion program which sells various kinds of products at low prices. This study aims to determine the effect of the sales promotion Flash sale program by Tokopedia which consists of prizes, coupons, price packages, product guarantees, and dead prices for consumer responses using the AISAS model which consists of Attention, Interest, Search, Action, and Share. The type of research used is descriptive causality with quantitative methods. This study involved 100 respondents consisting of young people aged 15-34 who are domiciled in the city of Jakarta and had made transactions at least once in the Tokopedia Flash Sale program. The sampling technique uses non-probability sampling techniques, and data analysis techniques use simple linear regression analysis techniques.

The results showed that there was no influence from the sales promotion activities conducted by Tokopedia on consumer responses. The results of data processing regarding the responses of respondents regarding sales promotion (X) are in the high category, which is 84.26%. While the results of data processing regarding the responses of respondents related to consumer responses (Y) are also in the high category, which is 75.58%. From the results of testing the simple linear regression analysis found a result of 40,480 and from the results of the correlation analysis found a result of 0.008. Based on the results of the above research, it can be said that there is no a significant effect of sales promotion Flash Sale by Tokopedia on Consumer Response.

**Keywords:** *Sales Promotion, Flash Sale, Consumer Response*