

ABSTRACT

Advertising is one way of convey messages to the public through the media. Advertising have a general scope, specific, to personal. In this digital era, advertising uses several supporting strategies to approach potential customers, which is content marketing. Shopee applied this to attract the attention of the audience by appointing Cristiano Ronaldo as the brand ambassador and then comes with the advertising content. In the advertisement, Shopee explained a unique and interesting promotion about free shipping promotion, supported by audio and visual readiness to get the attention of the public. The audience exposed to the advertisement is expected to be able to foster a sense of purchase interest to immediately transact at Shopee. Therefore, this study aims to determine how much influence the Shopee ad version Cristiano Ronaldo on Youtube on Shopee's buying interest. This research uses a quantitative method with an explanatory type. The sampling technique in this study uses purposive sampling of 400 respondents who had seen Cristiano Ronaldo's Shopee ad on Youtube and were in the range of 15-40 years. This study has a regression equation $Y = 13.766 + 0.547X$, which means it has a positive relationship between advertising and purchase interest. In addition, this study also has a correlation value of 0.571 and H_0 is rejected and H_1 is accepted by $t_{count} > t_{table}$ which is $13.867 > 1.996$. Based on the results of the coefficient of determination test, the magnitude of the effect of advertising on buying interest is 0,326, equivalent to 32.6%. The conclusion is that Shopee's advertisement version of Cristiano Ronaldo on Youtube has an influence on Shopee's purchase interest of 32.6%, while the remaining 67.4% is influenced by other factors outside this study.

Keywords: Advertising, Purchase Interest