

## **ABSTRACT**

*Every company gets around the changes by taking advantage of existing opportunities to be something useful and have a selling point. Efforts made by the company one of them by applying elements of the marketing communication mix is sales promotion. The use of the right mix of marketing communications can communicate messages and create good relationships that are to create profitable exchanges through communication, so that their desires can be fulfilled. In this case communication can show ways to hold mutually satisfactory exchanges. Shopee ranked first out of the top ten e-commerce companies in Indonesia reviewed from 96.5 Million web visitors leaving its competitors and Shopee's sales promotions getting attention from the public because of its uniqueness. In this study using quantitative methods in the form of descriptive. The study used a simple linear regression method with Shopee sales promotion as a free variable and Shopee's ecommerce user audience response as a bound variable. The population of this study is Shopee users whose number is taken from the number of shopee application downloads, and researchers took 400 respondents as a sample of the study using incidental sampling as a sampling technique. The result of this study was that sales promotion had a positive influence of 0.555 and significant (Sig. 0.000<0.050). As well as this research model was influenced by 47.61%. That is, the audience response was influenced by sales promotion by 47.61%. The rest of the audience response is influenced by other variables beyond the research variables.*

**Keywords:** *Sales promotion, Audience response, Shopee*