

ABSTRACT

Along with the development of technology, at the same time the development of advertising is also of various kinds, this is indicated by the emergence of advertisements on the internet or also known as online advertising. Online transportation and other businesses see Instagram as an opportunity to be one of their promotional media in marketing and promoting the products and services they offer to the Indonesian people, one of which is Grab. Grab's #KawanAman ad which has the highest number of views on Instagram @grab.id. Advertising is one of the tools used by a company to be able to direct persuasive communication to customers or target markets. The purpose of this study was to determine the effect of the Grab #KawanAman advertisement on public response and to determine the magnitude of its influence. In this study, there are independent variables, namely advertising with heard words, color, music, picture, seen words, movement indicators, and the dependent variable is audience response with indicators of attention, interest, search, action, and share. The method used in this study is quantitative. with descriptive purposes and using online data collection techniques to a total of 400 samples collected through the distribution of online questionnaires, namely google form. The results of the study prove that there is a significant influence between advertising on audience response. This is evidenced by testing the hypothesis using the t test. Because $t_{count} (22,336) > t_{table} (1,660)$, then H_0 is rejected. This means that there is an influence of the Grab #KawanAman advertisement on the audience's response, and also the advertisement has an influence on the audience's response by 55.6% which means that it has a moderate effect.

Keywords: *Advertising, Audience Response, Grab*