

ABSTRACT

During this Covid-19 pandemic, people are expected to care about their health to avoid the coronavirus and encourage everyone to practice physical distancing and always comply with various health protocols. Gojek is trying to make advertisements about the Covid-19 pandemic to provide information about maintaining health, cleanliness, and safety, namely, a Gojek advertisement called J3K '*Cara hidup nyaman pakai Gojek*', created during the Covid-19 pandemic. For this research, the researcher took the J3K video advertisement '*Jaga Kesehatan, Kebersihan dan Keamanan*' as the object of this research. This study focuses on how much influence the Gojek J3K ad 'Take care of Health, Cleanliness and Security' during the Covid-19 pandemic on consumer buying interest through Instagram social media by involving the independent variable, namely the Gojek J3K advertisement '*Jaga Kesehatan, Kebersihan dan Keamanan*' (X Variable) as measured by the sub variables Heard Words, Color, Music, Picture, Seen Words, Movement and the dependent variable is Buying Interest (Y Variable) with the sub variables Attention, Interest, Search, Action, Share. The objective of this study was to determine how much influence the Gojek J3K advertisement '*Jaga Kesehatan, Kebersihan dan Keamanan*' during the Covid-19 pandemic had on consumer buying interest through Instagram social media. This research uses a descriptive quantitative method. The sampling technique in this study used nonprobability sampling of the type of purposive sampling on 384 respondents of Instagram followers or followers of @gojekindonesia who had watched the Gojek J3K advertisement '*Jaga Kesehatan, Kebersihan dan Keamanan*'. This study has a simple linear regression model $Y = 4.498 + 0.423 X$. The results of the correlation analysis obtained are 0.568. This study proves that H_0 is rejected and H_1 is accepted because of the value of $t_{hitung} > t_{tabel}$. The effect of the Gojek J3K advertisement '*Jaga Kesehatan, Kebersihan dan Keamanan*' on Instagram @gojekindonesia on consumer buying interest is 32.1% while the remaining percentage of 67.9% is influenced by other factors not examined in this study.

Keywords: Advertisement, Instagram, Buying Interest