

ABSTRACT

The company's strategy of marketing in the form of advertising that was previously conventional is gradually shifting to a more modern direction. Online advertising spread across a number of social media has become a prospective industry in line with the development of the global economic order. The performance of online advertising in recent years on the one hand has also increased. Instagram plays an important role in growing a new advertising ecosystem because Instagram is here to be a medium that provides a variety of internet-based advertising services, so many companies are starting to use Instagram to market their products or services. This study analyzes the Social Media Advertising Value of Rockzone in 2021. The sample in this study is the audience who has seen Rockzone's Advertising Content on Instagram.

Researchers include elements of Advertising Credibility, Advertising Informativeness and Advertising Entertainment as antecedents of Social Media Advertising Value. This study uses quantitative methods. The data sources used are primary data from Rockzone and secondary data from the Internet. The data will be analyzed using descriptive analysis method. The basic theory used is Hamouda's Advertising Value Model.

The results show that Social Media Advertising Value has a positive and significant influence on advertising content on Instagram Rockzone.

Researchers asked Rockzone to maintain the quality of advertisements on visual and copywriting content displayed through Instagram because the audience who saw Rockzone's ad impressions through Instagram had influenced consumers both towards Rockzone's ads and brand.

Keywords: Advertising value, credibility ads, infomativeness ads, entertainment ads, social media advertising value.