

## **ABSTRACT**

Tokopedia is one of the pioneers of e-commerce in Indonesia and one of the e-commerce made in Indonesia. Years ago, Tokopedia appointed BTS as a brand ambassador. To expand the reach of advertising, it is not only necessary to use advertising on social media but also advertising on outdoor media. The purpose of this study was to compare the effectiveness of urban panel ad, backlit ad, interior display ad, exterior display ad Tokopedia X BTS at the Jakarta HI Bundaran MRT Station using the Customer Response Index method. The CRI method is a tool to measure the effectiveness of advertising through five progressive sub-variables; awareness, comprehend, interest, intention and action. This type of research is quantitative with descriptive method. With the research population, the people of Jakarta who have seen the Tokopedia X BTS advertisement at the Bundaran HI MRT Station, with 400 respondents a sample. This study indicate that the Exterior display ad Tokopedia X BTS is the most effective advertisement compared to urban panel ad, backlit ad, and the interior display ad Tokopedia X BTS at the Bundaran HI MRT Station with a CRI value of 41.8%.

**Keywords:** Effectiveness of ads, outdoor media advertising, Customer Response Index, e-commerce