

ABSTRACT

This study was conducted to determine and analyze the effect of message quality and advertising appeal on the effectiveness of the Traveloka advertisement “#XperienceMore With Traveloka on Youtube social media. The researcher uses a quantitative research methodology by distributing questionnaires to respondents through online media. The population used in this research are residents of DKI Jakarta and the sample in this study was taken using the Slovin formula and obtained a total sample of 100 people. The data analysis techniques used in this study were validity and reliability tests, descriptive statistical analysis, multiple linear regression analysis, method of successive interval, classical assumption test, hypothesis testing using the coefficient of determination, t-test and F-test.

The results showed that the message quality variable partially showed t-count (3.833) > t-count (1.9840) with sig. of 0.000 which means that the message quality variable has a positive and significant effect on the advertising effectiveness variable. The advertising appeal variable partially shows t-count (4,871) > t table (1,9840) with sig. of 0.000 which means that the advertising appeal variable has a positive and significant influence on the advertising effectiveness variable. 35,2% while the remaining 64.8% is influenced by other factors not examined in this study.

Keywords: Advertising Appeal, Quality of Advertising Message, Advertising Effectiveness