

ABSTRACT

In the internet 4.0 era, the use of the internet has almost affected all aspects of socio-culture, law and economics. In the business aspect, many companies use the internet as a tool to facilitate activities from both the producer and consumer sides. The development of the internet also affects how people communicate, for example, the use of social media at this time is very massive, it can be seen from the time spent by social media users which is quite high. According to GoodStats, 2023 the average screen time or screentime of Indonesian people is one of the highest in the world. Instagram, which is part of the Facebook Meta group, is one of the most used social media in Indonesia with active users in 2023 reaching 103.3 million (GoodStats). This also encourages Typclboii companies to carry out promotional activities or run advertisements on the Instagram Platform considering that the platform has a massive number of users and also high screentime. Advertising activities are not necessarily allowed to run just like that, monitoring and evaluation activities are needed so that the advertisements run can achieve the desired results with high effectiveness.

This research aims to see the level of effectiveness of Instagram meta ads carried out by a fashion company from Bandung that is Typclboii, with a descriptive qualitative approach and triangulation method, which is done by analyzing the results of advertisements that have been run and also conducting interviews with 1 internal company and 2 customers to strengthen the data and facts obtained, the level of effectiveness of Meta ads on the company can be seen based on predetermined metrics or measures such as Awareness, Appeal, Ask, Action, Advocate and Return On Ads Spend (ROAS).

Based on the results of research that has been conducted regarding the use of Instagram Meta Ads on Typclboii, it can be said that the advertisements run are effective based on the Funneling metric with a Conversion Rate of 1.05% and Return On Ads Spend of 11.185. These results prove that the effectiveness of advertisements run by the company has succeeded in achieving a good level of effectiveness.

Keywords : *Meta Ads, Social Media Marketing, Marketing, Advertising*