

ABSTRACT

In the era of digitalization 4.0, the advertising industry has developed, one of which is the Meta platform, which was developed by Mark Zuckerberg, California, America. Currently, Meta with a campaign system is often used by industry players to advertise various products. Eyebost is an herbal honey that actively advertises its products from various campaigns. However, there is a problem in terms of sales every month, according to Azim (advertiser) that Eyebost has been selling for a long time but still uses the same advertising content, so there are ads that still experience low CTR because the audience feels not interested in the advertising content, the author researches using qualitative methods in the form of interviews, observations, and questionnaires to find out the preferences of the advertising form that is liked by the audience, The author also analyzed the advertising content used using SWOT, AISAS, and AOI methods to find out the perception of the author as a researcher and the party said by the potential audience, so that the author obtained data through observation that there were two Eyebost ad content compared with high CTR status (4.35%) and low (0.87%), and finally data was obtained that consumer audience preferences prefer high CTR ad content for the reason that some visuals are analyzed through ELM to see the audience's emotions in choosing a peripheral or central path which later results in visual strategy recommendations. The author is well aware that this research can be useful for internet marketers who advertise products in the future.

Keyword : Meta Ads, Eyebost, Content, Ads