

## ABSTRAK

Aprilia, Lutfi, 2021. *Pengaruh Daya Tarik Iklan Shopee 11.11 Terhadap Minat Beli Mahasiswa Universitas Muhammadiyah Jember*. Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Dr. Juariyah M.Si.

**Kata Kunci :** *Daya Tarik Iklan, Shopee, komunikasi, Minat Beli.*

Penelitian ini berjudul Pengaruh Daya Tarik Iklan Shopee 11.11 terhadap Minat Beli Mahasiswa Universitas Muhammadiyah Jember. Tujuan dalam penelitian ini adalah mengetahui pengaruh daya tarik pesan pada iklan shopee 11.11 terhadap minat beli mahasiswa Universitas Muhammadiyah Jember dan mengetahui pengaruh daya tarik iklan shopee 11.11 terhadap tingkat minat beli mahasiswa Universitas Muhammadiyah Jember. Dalam penelitian ini menggunakan pendekatan kuantitatif deskriptif, dengan pengumpulan data menggunakan kuesioner atau angket. Metode pengumpulan data dilakukan dengan menggunakan survei online yang disebar ke seluruh Mahasiswa Universitas Muhammadiyah Jember melalui *Google-Form* sebanyak 99 responden. Berdasarkan hasil penelitian ini, peneliti dapat mengambil kesimpulan bahwa daya tarik iklan shopee 11.11 memiliki pengaruh terhadap minat beli mahasiswa Universitas Muhammadiyah Jember. Hasil penelitian tersebut didapatkan dengan menggunakan beberapa uji, yaitu uji instrumen data, uji asumsi klasik dan uji hipotesis. Uji instrumen data menunjukkan bahwa kuesioner yang disiapkan oleh peneliti layak dijadikan sumber data. Hasil uji asumsi klasik dilakukan sebagai syarat untuk uji hipotesis. Hasil uji hipotesis dengan menggunakan uji statistik T menghasilkan "H1 diterima dan H0 ditolak", yang artinya secara parsial daya tarik iklan shopee 11.11 berpengaruh positif terhadap minat beli mahasiswa Universitas Muhammadiyah Jember.  $T_{hitung}$  positif, semakin baik daya tarik iklan shopee 11.11, maka akan meningkatkan minat beli. Hasil tersebut didapat setelah membaca data variabel daya tarik iklan shopee (X) memiliki nilai  $t_{hitung}$  6,560 > nilai  $t_{tabel}$  1,995 dan signifikansi  $0,001 < 0,05$ .

## ABSTRACT

Aprilia, Lutfi, 2021. *The Effect of Shopee 11.11 Advertising Attraction on The Buying Interest of Students of Muhammadiyah University of Jember*. Thesis, Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Advisor: Dr. Juariyah M.Si.

**Keywords:** *Advertising Appeal, Shopee, communication, Buying Interests.*

This research is titled The Effect of Shopee Ad Attraction 11.11 on The Buying Interest of Students of Muhammadiyah University of Jember. The purpose of this study is to know the influence of the attractiveness of the message on shopee 11.11 ads on the buying interest of students of Muhammadiyah University of Jember and to know the influence of the appeal of shopee 11.11 ads on the level of buying interest of students of Muhammadiyah University of Jember. In this study using descriptive quantitative approach, by collecting data using questionnaires or questionnaires. The data collection method was conducted using an online survey that was distributed to all Students of Muhammadiyah University of Jember through Google-Form as many as 99 respondents. Based on the results of this study, researchers can conclude that the attractiveness of shopee 11.11 ads has an influence on the buying interests of students of Muhammadiyah University of Jember. The results of the study were obtained using several tests, namely data instrument tests, classical assumption tests and hypothesis tests. Data instrument tests show that questionnaires prepared by researchers are worthy of being a data source. Classic assumption test results are performed as a condition for hypothesis testing. The results of the hypothetical test using the T statistical test resulted in "H1 accepted and H0 rejected", which means that partially the attractiveness of shopee 11.11 ads positively influenced the buying interests of muhammadiyah university students in Jember. Thitung positive, the better the appeal of shopee ad 11.11, it will increase the buying interest. The results were obtained after reading the shopee ad attraction variable data (X) has a thitung value of 6,560 > a value of 1,995 and signification of 0.001 < 0.05.

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