

ABSTRAK

Komparasi efektivitas iklan kosmetik Pond's melalui media sosial *Facebook* dan *Instagram* yang merupakan salah satu produk kosmetik yang diproduksi oleh PT Unilever Indonesia Tbk. Penelitian ini bertujuan untuk mengetahui efektivitas kemunculan iklan Pond's melalui media sosial *Facebook*, dan efektivitas kemunculan iklan Pond's melalui media sosial *Instagram* dan adanya perbedaan efektivitas kemunculan iklan Pond's di media sosial *Facebook* dan *Instagram*. Populasi dalam penelitian ini yaitu Mahasiswi Fakultas Ekonomi Prodi Manajemen Universitas Muhammadiyah Jember Angkatan 2015 yang memiliki akun *Facebook* dan *Instagram* aktif dan pernah melihat iklan Pond's melalui media sosial tersebut. Pengambilan sampel yakni menggunakan metode *Purposive sampling* dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan metode dokumentasi, kuesioner dan observasi. Analisis data menggunakan uji *Independent Sampel T-test*. Efektivitas iklan diukur menggunakan metode pengukuran *Customer Respons Index (CRI)*, dimana respons konsumen yang aktif menggunakan media sosial diukur dari berbagai tingkatan, mulai dari tingkatan *awareness, comprehend, interest, intentions*, dan *action*. Tingkat respon inilah yang digunakan untuk mengukur perbandingan efektivitas kosmetik Pond's melalui media sosial *Facebook* dan *Instagram*. Dari penelitian ini dapat disimpulkan bahwa *Instagram* memiliki angka yang paling besar dari pada *Facebook* baik itu dari segi tayangan iklan, tampilan fitur maupun pesan iklan yang disampaikan.

Kata Kunci : Efektivitas, Iklan Pond's di *Facebook* dan *Instagram*, *Customer Respons Index (CRI)*.

ABSTRACT

Comparison of the effectiveness of Pond's cosmetic advertisements through Facebook and Instagram social media which is one of the cosmetic products produced by PT Unilever Indonesia, Tbk. This study as a purpose to determine the effectiveness of Pond's pass through Facebook social media, and the effectiveness of Pond's pass through Instagram social media and there are differences in the effectiveness of the appearance of Pond's on social media Facebook and Instagram. The population on this study is college students of the faculty of economy, from management study program, Muhammadiyah University Jember from 2015 academic year that have Facebook and Instagram active account and had seen the Pond's advertisement through those social medias. The sampling used the purposive sampling method with the total of respondent are 100 people. The data collection used documentation, questionnair, and observation method. The data analysis used independent sample T-test. The effectivity of advertisement measured by using measurement method Customer respons Index (CRI), where the consument's respond who is active in using the social media is being measured from various level, starting with the level of awarenes, comprehend, interest, intentions, and action. This level of respond that is being used to measure the comparisonof the effectivity Pond's cosmetic through social media Facebook and Instagram. From this study it can be concluded that Instagram has the highest number than Facebook whether it in terms of ad impression, feature display, or the advertisement message that is delivered.

Key Words : effectiveness, Pond's cosmetic advertisements through Facebook and Instagram social media, *Customer Respons Index* (CRI).