

ABSTRAK

Aprillia, Nesya Dwi. 2026. Pemanfaatan Iklan Berbayar Shopee Ads Pada Seller Di Jember Dengan Menggunakan *Technology Acceptance Model* (TAM). Skripsi, Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammdiyah Jember. Pembimbing : Ari Susanti, S.Sos.,M.Med.Kom.

Kata Kunci : Persepsi *Seller*, *Shopee Ads*, TAM, Iklan Berbayar, *Marketplace*

Penelitian ini bertujuan untuk mengetahui persepsi *seller* terhadap pemanfaatan iklan berbayar *Shopee Product Ads* dengan menggunakan pendekatan *Technology Acceptance Model* (TAM). Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa wawancara mendalam dan observasi terhadap lima *seller* aktif pengguna *Shopee Product Ads*. Hasil penelitian menunjukkan bahwa persepsi *seller* terhadap penggunaan *Shopee Product Ads* secara umum bersifat positif. Dari aspek *perceived ease of use*, fitur *Shopee Product Ads* dinilai mudah digunakan karena memiliki tampilan sederhana dan alur penggunaan yang jelas. Dari aspek *perceived usefulness*, fitur ini dinilai mampu meningkatkan visibilitas produk dan jumlah kunjungan toko, meskipun tidak selalu berbanding lurus dengan peningkatan penjualan. Persepsi kemudahan dan kebermanfaatannya tersebut memengaruhi niat penggunaan yang kemudian mendorong penggunaan aktual *Shopee Product Ads* oleh *seller*. Selain itu, faktor biaya, tingkat persaingan *marketplace*, serta pengalaman penggunaan sebelumnya juga turut memengaruhi keputusan *seller* dalam menggunakan iklan berbayar. Penulis berupaya untuk menggali lebih dalam mengenai bagaimana persepsi *seller* terhadap pemanfaatan iklan berbayar (*Shopee Ads*) dalam kegiatan penjualan produk.

ABSTRACT

Aprillia, Nesya Dwi. 2026. Utilization Of Paid Advertising Of (Shopee Ads) For Sellers In Jember Using The Technology Acceptance Model (TAM). Undergraduate Thesis, Communication Science Study Program, Faculty of Social and Political Sciences, Muhammadiyah University Jember. Supervisor : Ari Susanti, S.Sos.,M.Med.Kom.

Keywords: *Seller Perception, Shopee Ads, TAM, Paid Advertising, Marketplace*

This study aims to determine sellers' perceptions of the use of paid advertising, Shopee Product Ads, using the Technology Acceptance Model (TAM). This study used a qualitative method with data collection techniques in the form of in-depth interviews and observations of five active sellers using Shopee Product Ads. The results showed that sellers' perceptions of the use of Shopee Product Ads were generally positive. From the aspect of perceived ease of use, the Shopee Product Ads feature was considered easy to use because it has a simple interface and a clear usage flow. From the aspect of perceived usefulness, this feature was considered capable of increasing product visibility and the number of store visits, although not always directly proportional to increased sales. These perceptions of ease and usefulness influence usage intentions, which then drive actual use of Shopee Product Ads by sellers. In addition, cost factors, the level of marketplace competition, and previous user experience also influence sellers' decisions in using paid advertising. The author sought to dig deeper into how sellers perceive the use of paid advertising (Shopee Ads) in product sales activities.