ABSTRAK

ANALISIS PERBANDINGAN EFEKTIVITAS IKLAN DI JEJARING SOSIAL

FACEBOOK TWITTER DAN INSTAGRAM

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Penelitian ini bertujuan untuk mengetahui efektivitas iklan di jejaring sosial *Facebook*, efektivitas iklan di jejaring sosial *Twitter*, efektivitas iklan di jejaring sosial *Instagram* dan adanya perbedaan efektivitas iklan di Jejaring Sosial *Facebook*, *Twitter* dan *Instagram*. Penelitian ini dilakukan pada bulan April - Mei 2015 di Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa S1 (Strata 1) Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta yang masih aktif pada semester genap 2014/2015 yang memiliki akun *Facebook, Twitter* dan *Instagram* dan pernah melihat iklan di jejaring sosial tersebut. Pengambilan sampel menggunakan metode *Accidental Sampling* dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan *One Way Anova.* Dari penelitian ini dapat disimpulkan bahwa Instagram memiliki skor efektivitas iklan paling besar di atas Facebook dan Twitter serta Ada perbedaan nyata efektivitas iklan dari ketiga jejaring sosial (*Facebook, Twitter* dan *Instagram.*

Kata Kunci :   Efektivitas Iklan, EPIC Model

ABSTRACT

THE COMPARISON OF ADVERTISEMENT EFFECTIVENESS BETWEEN

SOCIAL NETWORKING SUCH AS FACEBOOK, TWITTER AND

INSTAGRAM

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This research aimed to discover the advertisement effectiveness between social networking such as Facebook, Twitter and Instagram to see if there was a difference of the advertisement effectiveness in social networking such as Facebook, Twitter and Instagram. This research was conducted from April until May 2015 in the Faculty of Economy Sanata Dharma University Yogyakarta. The demographic surveyed was all of the first undergraduate students in the Faculty of Economy Sanata Dharma University. The students were still active in their even semester of academic year 2014/2015 and had Facebook, Twitter and Instagram account on which they saw the advertisement in those social networking. The sample was taken by using Accidental Sampling Method from 100 respondents. The data gathering technique applied in this research was a questionnaire. The data was analyzed using One Way Anova. According to this research, it can be concluded that Instagram had the largest score of advertisement effectiveness beyond Facebook and Twitter as well as there was an obvious difference of advertisement effectiveness among those three social networking (Facebook, Twitter and Instagram).

Keywords   :   Advertisement Effectiveness, EPIC Model