

## ABSTRAK

Penelitian ini bertujuan untuk mengukur efektifitas penggunaan Instagram sebagai media promosi Universitas Universal dengan menggunakan model AIDA. Penelitian ini menggunakan metode deskriptif kuantitatif. Pengumpulan data dilakukan dengan menggunakan Kuisisioner dan disebarluaskan kepada 84 Responden yang berasal dari mahasiswa Universitas Universal yang masuk pada tahun ajaran 2020/2021 dan 2021/2022. Hasil penelitian menunjukkan bahwa penggunaan Instagram sebagai media promosi Universitas Universal Pada variable *Attention* (perhatian), rata-rata rekapitulasi indikatornya diperoleh sebesar 4,100 yang termasuk kedalam rentang skala efektif. Pada variable *Interest* (minat), rata-rata rekapitulasi indikatornya diperoleh sebesar 4,117 yang termasuk kedalam rentang skala efektif. Pada variable *Desire* (keinginan), rata-rata rekapitulasi indikatornya diperoleh sebesar 4,278 yang termasuk kedalam rentang skala sangat efektif. Pada variable *Action* (tindakan), rata-rata rekapitulasi indikatornya diperoleh sebesar 4,206 yang termasuk kedalam rentang skala efektif. Berdasarkan semua rekapitulasi masing-masing variabel dapat diperoleh total rata-rata sebesar 4,194 yang termasuk kedalam rentang skala efektif.

Kata kunci: AIDA, Efektifitas, Instagram, Promosi

## **ABSTRACT**

The purpose of this research is to measure the effectivity of Instagram as a promotional medium for Universal University by using AIDA Model. This research was conducted using Descriptive Quantitative as the research method. Data collection was carried out using questionnaires and distributed to 84 respondents from Universal University students enrolled in the 2020/2021 and 2021/2022 academic years. The results showed that the use of Instagram as a promotional medium for Universal University in the Attention variable, the average recapitulation of the indicators was 4,100 which was included in the effective scale range. In the Interest variable, the average recapitulation of the indicators is 4.117 which is included in the effective scale range. In the variable Desire (desire), the average recapitulation of the indicators is 4,278 which is included in the very effective scale range. In the Action variable (action), the average recapitulation of the indicators is 4,206 which is included in the effective scale range. Based on all recapitulation of each variable, it can be obtained an average total of 4.194 which is included in the effective scale range

Keywords: AIDA, Effectivity, Instagram, Promotion