

## ABSTRAKSI

Sejalan dengan maraknya penggunaan Instagram di kalangan masyarakat membuat perusahaan khususnya bisnis bidang kuliner memanfaatkan media sosial ini menjadi ajang promosi. Aktivitas promosi di Instagram dilakukan melalui *endorser* baik dari non-selebriti, selebriti hingga *expert* dengan menampilkan tampilan *visual merchandising cues* yang menarik. Dengan melihat posting iklan makanan yang berisi tampilan *merchandising cues* dan *endorser* yang berbeda membuat respon konsumen berbeda pula. Tidak jarang konsumen merasakan *pleasure* dan *arousal* yang pada akhirnya menimbulkan niat beli pada makanan yang diinginkan. Penelitian mengenai iklan di situs *online* memang sudah banyak dilakukan, namun sejauh ini penelitian tentang iklan makanan di media sosial Instagram masih terbatas.

Penelitian ini dilakukan dengan desain eksperimental, sedangkan data diperoleh melalui kuesioner yang disebarakan kepada mahasiswa Manajemen Universitas Airlangga yang memiliki akun media sosial Instagram dan pernah melihat posting foto kuliner di media sosial Instagram. Total partisipan yang berpartisipasi dalam penelitian berjumlah 180 orang.

Hasil jawaban responden dalam kuesioner tersebut selanjutnya akan direkap dan ditabulasi. Hasil Penelitian menunjukkan bahwa : (1) Tidak terdapat perbedaan *consumer pleasure* atas iklan produk makanan di media sosial Instagram antara *high Visual merchandising cues* dan *low Visual merchandising cues*. (2) Tidak terdapat perbedaan *arousal* atas iklan produk makanan di media sosial Instagram antara *high Visual merchandising cues* dan *low Visual merchandising cues*. (3) Tidak terdapat perbedaan *consumer pleasure* atas iklan produk makanan di media sosial Instagram antara yang diendorse oleh selebriti, non-selebriti, dan *expert*. (4) *Consumer pleasure* tidak berpengaruh positif terhadap niat beli. (5) *Arousal* berpengaruh positif terhadap niat beli.

Kata kunci : *endorser*, *visual merchandising cues*, *consumer pleasure*, *arousal*, niat beli.

## ABSTRACT

*In line with the widespread use of Instagram in the community makes the company especially in culinary business utilizing this social media as a promotional event. Promotional activity in Instagram done through endorser such as non-celebrity, celebrity until expert with perform visual merchandising displays interesting cues. By looking at the ad posting foods containing different merchandising cues and endorser make different consumer response. Not infrequently consumers feel the pleasure and arousal, eventually causes to purchase intention on the desired food. Research on advertising in the online site is already a lot done, but so far research on food advertising in social media Instagram is still limited.*

*This research was conducted with the experimental design, while the data obtained through a questionnaire distributed to students of Management Airlangga University who have social media accounts Instagram and ever see the culinairy photos on social media Instagram. Total number of participants who participated in the study amounted to 180 people. The results of the questionnaire respondent's answers will then be summarized and tabulated. Results showed that : (1) There were no difference of consumer pleasure on advertising food products on social media Instagram between high and low Visual merchandising cues. (2) There were no differences in arousal on advertising food products on social media Instagram between high and low Visual merchandising cues.(3) There were no difference of consumer pleasure on advertising food products on social media Instagram between endorsed by celebrities, non-celebrities, and experts. (4) Consumer pleasure had no positive effect on purchase intentions . (5) Arousal had positive influence on purchase intention.*

*Keywords: endorser, visual merchandising cues, consumer pleasure, arousal, purchase intention.*