ABSTRAK

Semakin efektif personalisasi iklan di Instagram membuat pemasar memanfaatkannya untuk mengiklankan dan memasarkan merek di Instagram. *Personalised instagram advertisement* dianggap mampu mempengaruhi persepsi hingga kecenderungan pembelian *audience* di media sosial secara kuat dibandingkan dengan pesan iklan yang tidak dipersonalisasi. Tujuan dari penelitian ini adalah untuk mengetahui untuk mengetahui efektifitas iklan personalisasi yaitu *perceived ad relevance, perceived ad novelty, privacy concern* dan *online impulse buying tendency*. Responden dalam penelitian ini adalah Millenial berusia 20-38 tahun dengan total sebanyak 198 responden yang menggunakan media sosial Instagram pada kesehariannya. Penelitian ini menggunakan pendekatan survey dan menggunakan uji SEM-PLS dengan Smartpls. Hasil dari penelitian ini menunjukkan bahwa variabel *perceived ad relevance, perceived ad novelty* berpengaruh positif terhadap *advertising value* dan *online impulse buying tendency*. Sedangkan variabel *privacy concern* berpengaruh negative terhadap *advertising value*, namun tidak berpengaruh terhadap *online impulse buying tendency*.

Kata Kunci : *perceived ad relevance, perceived ad novelty, privacy concern, advertising value, online impulse buying tendency, personalized instagram advertisement.*

ABSTRACT

The more effective the influence of personalized advertisement on Instagram makes marketers use it to advertise and market their brands. Personalized instagram advertisement is considered capable of influencing perception and tendency audience purchasing decisions on social media are stronger than non-personalized advertising. The purpose of this study was to determine the effectiveness of personalized Instagram advertisement that is perceived ad relevance, perceived ad novelty, privacy concern, advertising value, and online impulse buying tendency. Respondent in this study were Millenials aged 20-38 years old with a total of 198 respondents who use Instagram on daily use. This study uses quantitative survey approach and uses the SEM-PLS test with Smartpls. The result of this study indicate that the perceived ad relevance, perceived ad novelty have a positive effect on advertising value, and online impulse buying tendency. Meanwhile, privacy concern have a negative effect on advertising value, and have no effect on online impulse buying tendency.

Keywords : *perceived ad relevance, perceived ad novelty, privacy concern, advertising value, online impulse buying tendency, personalized instagram advertisement.*