

## ABSTRACT

### ADVERTISING EFFECTIVENESS ANALYSIS THROUGH SOCIAL MEDIA INSTAGRAM USING CRI AND SWOT METHOD (STUDY IN MANAGEMENT STUDY PROGRAM, INFORMATICS AND BUSINESS INSTITUTE DARMAJAYA)

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The purpose of this study was to determine the advertising effectiveness and marketing strategies through social media Instagram in the management study program IIB Darmajaya. The sample was the head of the management study program and 179 respondent users of social media Instagram are active students of the management study program IIB Darmajaya in the 2021 year. The data analysis techniques used mix methods namely combination of quantitative and qualitative method covered CRI and SWOT methods. The result based on the Customer Response Index, CRI value showed social media advertising in the management study program IIB Darmajaya was not effective. A study based on the SWOT method showed management study program IIB Darmajaya in quadrant I that in growth-oriented strategy because of IFAS (strength bigger than weakness) and EFAS (opportunity bigger than threat). Strategy determination of management study program IIB Darmajaya had a stable growth strategy because the strength weighted value less than the opportunities value.

**Keywords:** Marketing Strategy, Social Media Instagram, CRI Method, SWOT Analysis.