

# Efektivitas Facebook pada pemasaran produk = The effectiveness of Facebook on product marketing

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404645&lokasi=lokal>

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## Abstrak

[<b> ABSTRAK</b><br>Penelitian ini dimaksudkan untuk menunjukkan efektivitas sosial media; khususnya Facebook. Sebagai salah satu sosial media yang paling berkuasa di dunia maya, Facebook juga diakui oleh pemilik akunnya sebagai situs yang tepat untuk memenuhi niat berbelanja mereka. Dengan demikian, selain sebagai sarana hiburan dan situs komunikasi secara virtual, saat ini, Facebook juga dikenal sebagai sumber informasi untuk tujuan berbelanja secara online. Oleh karena itu, sebagai penelitian kualitatif, ada beberapa model, teori, dan metode untuk mengumpulkan informasi dan mencari tahu apakah iklan di Facebook adalah salah satu faktor yang mempengaruhi konsumen dalam keputusan mereka dalam berbelanja. Tulisan ini bertujuan untuk mengeksplorasi dan menjelaskan tentang korelasi antara aktivitas para pengguna Facebook dan niat mereka berbelanja dalam kaitannya dengan perilaku mereka sebagai konsumen, juga bersama dengan tingkat daya tarik iklan pada Facebook itu sendiri. Pada akhirnya, penelitian ini dimaksudkan untuk menarik kesimpulan mengenai bagaimana konsumen tertarik untuk membeli sesuatu setelah melihat iklan di Facebook, serta menjelaskan alasan mengapa iklan di Facebook cukup kuat untuk mempromosikan produk tertentu. ;

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<b>ABSTRACT</b><br>This research is intended to demonstrate the effectiveness of social media; specifically Facebook. As one of the most powerful social media in the virtual world, Facebook is also admitted by their users as a convenient website to fulfill their shopping intention. Thus, other than the use of entertainment and virtual communication site, today, Facebook is also known as a source of information for the purpose of online shopping. Therefore, as a qualitative research, there are some models, theories, and methods to gather information and find out whether or not the advertisement on Facebook is one of the factors that influence customers on their buying decision. This paper aims to explore and explain about the correlation between online users' activity on Facebook and their intention of shopping in relation to their consumer behavior, along with the attractiveness level of Facebook ad itself. At the end, this research is meant to conclude about how people are attracted to purchase something once they see an ad on Facebook, as well as explain the reasons of why advertisement on Facebook is strong enough to promote a particular product.;This research is intended to demonstrate the effectiveness of social media; specifically Facebook. As one of the most powerful social media in the virtual world, Facebook is also admitted by their users as a convenient website to fulfill their shopping intention. Thus, other than the use of entertainment and virtual communication site, today, Facebook is also known as a source of information for the purpose of online shopping. Therefore, as a qualitative research, there are some models, theories, and methods to gather information and find out whether or not the advertisement on Facebook is one of the factors that influence customers on their buying decision. This paper aims to explore and explain about the correlation between online users' activity on Facebook and their intention of shopping in relation to their consumer behavior, along with the attractiveness level of Facebook ad itself. At the end, this research is meant to conclude about

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