ABSTRACT

Dais Yudiawati 2021, "Analysis of the *Endorsements* Effectiveness on Social Media Instagram in Increasing Sales of Mukena Yumna" Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Endorsement began to be implemented in 2016-2019 until now it has not been implemented yet. The goal of the endorsement is to find consumers from celebrity fans to increase sales by breaking sales targets. As long as they carried out, its endorsement did not experience a significant increase and even had not yet reached the sales target of 1000 pcs per month.

The method used in this research is a descriptive method with a qualitative approach. In addition, this study uses two data sources, namely primary data and secondary data. Data collection techniques consisted of observation, interviews, questionnaires and documentation. The research instrument is the researcher himself. Test the credibility of the data using source triangulation. The data analysis technique used three stages consisting of data reduction, data presentation and drawing conclusions and verification.

The results of the research related to the activities endorsement carried out by Yumna through the AIDA model effectiveness method. In attention, there are four indicators, one indicator of which is quite effective, one indicator of the result is less effective and two indicators of the result are not effective. Of interest, there are five indicators including two indicators of effective results, two indicators of results that are quite effective and one indicator of the results is less effective. For desire, there are three indicators, one result is effective, one result indicator is quite effective and one result indicator is less effective. For the last action, there are three indicators, two of which are ineffective and one indicator of the result is quite effective. The variety of responses given by respondents is accumulated from all indicators that endorsement advertisements are not effective, then Yumna must fix some indicators that are less effective and ineffective.

Keywords: Effectiveness, Endorsement, Sales Increase