ABSTRAK

Di era sekarang ini, *fashion* menjadi industri yang menjanjikan sehingga mendorong para pelaku industri dalam konteks ini yaitu pelaku industri bidang *fashion,* kemudian memanfaatkan penggunaan kemajuan teknologi seperti sosial media sebagai media jual beli *online* salah satunya Instagram. Pemanfaatan kemajuan teknologi tersebut akhirnya menjadi tantangan bagi para pelaku industri *fashion* untuk bisa memasarkan produknya di media sosial agar bisa mendapatkan pangsa pasar. Namun, tidak semua pelaku industri mampu memanfaatkan hal tersebut. Akun Instagram *online shop* @ogos.pants menjadi akun sosial media yang mempromosikan produknya untuk kemudian membantu para pengguna media sosial menemukan produk tersebut. Di dalam konten yang disajikan menggunakan jenis komunikasi persuasif dengan mengemas berbagai foto dan video yang informatif sehingga diasumsikan dapat membentuk sebuah keputusan pembelian. Penelitian ini dilakukan untuk mengetahui pengaruh terpaan media sosial terhadap keputusan pembelian *followers online shop* Instagram @ogos.pants. Teori yang digunakan adalah teori *Uses and Gratification* dan Model AISAS dengan kerangka konsep berupa terpaan media dan media baru. Metode yang digunakan deskriptif kuantitatif dengan teknik analisis data regresi linier sederhana. Pengambilan sampel menggunakan teknik *non-probability* sampling. Perhitungan sampel menggunakan rumus Solvin sehingga didapatkan 100 responden. Berdasarkan hasil perhitungan korelasi product moment, diketahui nilai koefisiensi 0,721 dengan nilai signifikansi 0,000. Hasil perhitungan analisis regresi linier sederhana diperoleh nilai koefisiensi sebesar 17.148 yang menunjukkan terdapat pengaruh positif antara terpaan media dan keputusan pembelian. Oleh karena itu, penelitian ini menunjukkan bahwa hasil uji signifikan T sebesar 10.306 sehingga dapat dijelaskan bahwa H0 ditolak dan Ha diterima. Nilai determinasi sebesar 0,721 yang menjelaskan bahwa terdapat pengaruh antara terpaan media sosial terhadap keputusan pembelian *followers online shop* Instagram @ogos.pants sebesar 52% melalui indikator terpaan media yaitu frekuensi, durasi, dan intensitas.

Kata Kunci: *Terpaan Media, Keputusan Pembelian, Media Baru, Fashion*

ABSTRACT

In the current era, fashion has become a promising industry, thus encouraging industry players in this context, namely industry players in the fashion sector, to then take advantage of the use of technological advances such as social media as a medium for online buying and selling, one of which is Instagram. Utilizing these technological advances has ultimately become a challenge for fashion industry players to market their products on social media in order to gain market share. However, not all industry players are able to take advantage of this in attracting consumers. The Instagram account @ogos.pants is a social media account that promotes Ogos Pants products and then helps social media users find these products. The content presented uses a type of persuasive communication by packaging various informative photos and videos so that it is assumed to be able to form a purchasing decision. This research was conducted to determine the effect of social media exposure on purchase decisions for Instagram followers @ogos.pants. The theory used is the Uses and Gratification theory and AISAS Model with a conceptual framework in the form of exposure to media and new media. The method used is descriptive quantitative with simple linear regression data analysis techniques. Sampling used a non-probability sampling technique. The sample calculation uses the Solvin formula so that 100 respondents are obtained. Based on the results of product moment correlation calculations, it is known that the coefficient value is 0.721 with a significance value of 0.000. The results of simple linear regression analysis calculations obtained a coefficient value of 17,148, which shows that there is a positive influence between media exposure and purchasing decisions. Therefore, this research shows that the significant T test result is 10.306 so it can be explained that H0 is rejected and Ha is accepted. The determination value is 0.721 which explains that there is an influence between exposure to social media on purchasing decisions for followers of the online shop Instagram @ogos.pants by 52% through indicators of media exposure, namely frequency, duration and intensity.

Keywords: Media Exposure, Purchase Decision, New Media, Fashion