

Strategi Advertising Bisnis Online OLX

by

Putu Denny Prathama Ayub ⁽¹⁾
Nyoman Sri Subawa ⁽²⁾

Undiknas Graduate School
Jl. Waturenggong No.164 Denpasar, Bali

dennyprathama18@yahoo.com⁽¹⁾
srisubawa@undiknas.ac.id⁽²⁾

ABSTRACT

This study aims to analyze and to interpret consumer's perception toward advertisement of Olx.com through television. The method has been applied for this study was qualitative descriptive approach with triangulation and in-depth interview to problem solving by conduct comprehending and collet data in-whole and intact from research object in order to get focus overview from observation result and observation from site.

Conclusion of this study is the consumer's perception toward advertisement of Olx.com through television media is positive match with message send from the advertisement. All of this written in expression from some informant who declare that perception is near same but in different expression that is Olx.com easy to use and free.

Keyword : Advertising, and Consumer Behavior.

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