

## Pengaruh advertising invasiveness terhadap advertising avoidance pada iklan Instagram = The influence of advertising invasiveness on advertising avoidance on Instagram ads

Slamet Liana Rahmasari, author

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### Abstrak

Penelitian ini bertujuan untuk memahami advertising avoidance di Instagram pada generasi milenial dengan menggunakan advertising invasiveness. Penelitian sebelumnya menyimpulkan bahwa attention dan space invasiveness sebagai dimensi dalam advertising invasiveness. Perusahaan memperkenalkan produk mereka melalui iklan media sosial. Sebaliknya, non pemasar merasa diserbu ketika iklan muncul berulang kali. Data dikumpulkan dengan purposive sampling dari 280 pengguna Instagram kategori milenial di Indonesia. Structural equation model partial least square (PLS-SEM) digunakan untuk menganalisis hubungan antar variabel dan hubungannya terhadap advertising avoidance. Hasil penelitian menunjukkan bahwa pemasar perlu meminimalkan advertising invasiveness pada iklan di Instagram, dikarenakan terbukti signifikan positif terhadap advertising irritation, kemudian berpengaruh pada advertising avoidance. Selanjutnya, pemasar perlu memperhatikan advertising irritation, advertising skepticism dan sikap positif pengguna Instagram yang memediasi hubungan pengaruh antara advertising irritation dan advertising avoidance. Lebih jauh, space invasiveness dapat dipengaruhi oleh social influence yang signifikan positif. Namun, social influence tidak berhubungan terhadap attention invasiveness. Selain itu, Variabel psychological ownership juga tidak berpengaruh terhadap attention dan space invasiveness. Penelitian ini memberikan saran untuk penelitian selanjutnya dan implikasi manajerial untuk meminimalkan penghindaran iklan oleh non pemasar.

.....The research aims to study advertising avoidance on Instagram in the millennial generation by using advertising invasiveness. Previous research proposed attention and space invasiveness as the dimension of advertising invasiveness. Companies introduce their products through social media advertising. In contrast, non- marketers feel invaded when advertising appears repeatedly. Data were collected with purposive sampling from 280 millennial users from Instagram in Indonesia. The structural equation model partial least square (PLS-SEM) was used to analyze the relationship between variables and their influence on advertising avoidance. The results show that marketers need to emphasize advertising invasiveness, because it is proven significant to advertising irritation, then leading the advertising avoidance. Furthermore, marketers need to pay attention to advertising irritation, advertising skepticism and positive attitudes of Instagram users which mediate the relationship between advertising irritation and advertising avoidance. Furthermore, space invasiveness can be influenced by social influence. However, social influence was not related to attention invasiveness. Furthermore, the psychological ownership variable also has no effect on both attention and space invasiveness. The article provides for the manager to minimize ad avoidance by non-marketer users and also suggestions to further research.