

**PENGARUH CONTEXTUAL ADVERTISING TERHADAP
E-ENGAGEMENT DENGAN RELEVANCE CONTENT
SEBAGAI MEDIASI
(Survei pada *Followers* Instagram Kienka Official)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Sidang Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



oleh
Sherly Aulia Nurizky
NIM. 2100358

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Oleh
Sherly Aulia Nurizky
NIM. 2100358

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Universitas Pendidikan Indonesia
Januari 2025

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LEMBAR PENGESAHAN

**PENGARUH *CONTEXTUAL ADVERTISING* TERHADAP
E-ENGAGEMENT DENGAN *RELEVANCE CONTENT* SEBAGAI MEDIASI
(Survei pada *Followers Instagram Kienka Official*)**

Skripsi ini disetujui dan disahkan oleh:

Pembimbing 1

Pembimbing 2


Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.
NIP. 19690404 199903 1 001


Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 20050 2 003

Mengetahui,
Ketua Program Studi Pendidikan Bisnis


Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 20050 2 003

Tanggung Jawab Yuridis
Ada pada Penulis



Sherly Aulia Nurizky
NIM. 2100358

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi berjudul "**Pengaruh Contextual Advertising terhadap e-Engagement dengan Relevance Content sebagai Mediasi (Survei pada Followers Instagram Kienka Official)**" beserta seluruh isinya merupakan hasil karya saya sendiri. Saya memastikan bahwa tidak ada unsur plagiat ataupun pengutipan yang melanggar aturan dan etika akademik yang berlaku.

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Sherly Aulia Nurizky
2100358

ABSTRAK

Sherly Aulia Nurizky (2100358) “**Pengaruh *Contextual Advertising* terhadap *E-Engagement* dengan *Relevance Content* sebagai Mediasi (Survei pada *Followers Instagram Kienka Official*)**” dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penerapan teknologi digital, seperti *e-commerce* dan media sosial, telah mengubah perilaku belanja konsumen dari *offline* ke *online*, memicu kemunculan berbagai platform belanja daring. Untuk mempertahankan eksistensinya dalam persaingan global, perusahaan perlu meningkatkan *e-engagement*, karena keterlibatan konsumen secara *online* berpengaruh pada daya saing di pasar digital. Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *contextual advertising* terhadap *e-engagement* dengan *relevance content* sebagai mediasi pada *followers* instagram Kienka *Official*. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode pengambilan sampel yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 348 responden. Data diolah secara statistik menggunakan *Structural Equation Modelling* (SEM) dengan menggunakan program AMOS *for* Windows. Hasil temuan pada penelitian ini menemukan bahwa *contextual advertising* memiliki pengaruh positif dan signifikan terhadap *e-engagement* dengan *relevance content* sebagai mediasi, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *contextual advertising* terhadap *e-engagement* dengan *relevance content* sebagai mediasi secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *contextual advertising* melalui *relevance content* akan semakin baik juga *e-engagement* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *contextual advertising* paling tinggi dalam membentuk *e-engagement* adalah *effectiveness* dan dimensi *contextual advertising* paling rendah dalam membentuk *e-engagement* adalah *visual experience*. Dimensi *relevance content* yang memiliki kontribusi paling tinggi dalam membentuk *e-engagement* adalah *dynamism activity* serta yang paling rendah membentuk *e-engagement* adalah *topical relevance*.

Kata Kunci: *Contextual Advertising, E-Engagement, Relevance Content*

ABSTRACT

Sherly Aulia Nurizky (2100358) ***"The Influence of Contextual Advertising on E-Engagement with Relevance Content as Mediation (A Survey on Instagram Followers of Kienka Official)"*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

The implementation of digital technology, such as e-commerce and social media, has transformed consumer shopping behavior from offline to online, leading to the emergence of various online shopping platforms. To maintain their existence in the global competition, companies need to enhance e-engagement, as consumer involvement online influences competitiveness in the digital market. This study aims to examine the impact of contextual advertising on e-engagement with relevance content as a mediator among followers of Kienka Official on Instagram. This research uses a descriptive and verificative research type with a quantitative approach. The sampling method used in this study is simple random sampling with a sample size of 348 respondents. The data is processed statistically using Structural Equation Modeling (SEM) with the AMOS for Windows program. The findings of this study show that contextual advertising has a positive and significant effect on e-engagement with relevance content as a mediator, as indicated by the critical ratio value being greater than the minimum value, meaning there is a positive and significant influence between the contextual advertising variable and e-engagement with relevance content as a simultaneous mediator. This statement can be assumed that the more the company pays attention to contextual advertising through relevance content, the better the e-engagement that emerges from consumers for the company. The contribution of contextual advertising variables that has the highest effect in shaping e-engagement is effectiveness, while the lowest dimension of contextual advertising in shaping e-engagement is visual experience. The dimension of relevance content that contributes the most to shaping e-engagement is dynamism activity, while the lowest is topical relevance.

Keywords: Contextual advertising, E-Engagement, Relevance Content

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