

ABSTRAK

M. Syifa'ul Qolby, Analisis *Hypnoselling* Dan *Copywriting* Terhadap Minat Beli Pada Penjualan *Online* Melalui *Whatsapp* (Studi Kasus Pada Mahasiswa Universitas Trunojoyo Madura Yang Melakukan Penjualan *Online* Melalui *Whatsapp*). Dibawah bimbingan Bambang Setiyo Pambudi, S.E., MM

Tidak dapat di pungkiri sudah banyak para mahasiswa yang menggunakan media sosial *whatsapp* sebagai alat promosi penjualan, Akan tetapi kebanyakan mahasiswa mempromosikan produknya hanya sekedar share gambar dan posting di instastory tanpa ada suatu bahasa atau kata-kata menarik yang mempengaruhi konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *Hypnoselling* secara parsial terhadap minat beli dan pengaruh *Copywriting* secara parsial terhadap minat beli. Variabel independen yang diteliti adalah *Hypnoselling* dan *Copywriting*, sedangkan variabel dependen yakni minat beli.

Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah para konsumen yakni para mahasiswa Universitas Trunojoyo Madura yang mengetahui penjualan di *whatsapp*. Hasil Penelitian menunjukkan bahwa *hypnoselling* secara parsial berpengaruh signifikan terhadap minat beli pada penjualan *online* di *whatsapp*, *copywriting* secara parsial berpengaruh signifikan terhadap minat beli pada penjualan *online* di *whatsapp*, dan *hypnoselling* dan *copywriting* secara simultan berpengaruh signifikan terhadap minat beli pada penjualan *online* di *whatsapp*. Dalam penelitian ini, *hypnoselling* dan *copywriting* yang di gunakan dalam penjualan di *whatsaapp* dapat berpengaruh terhadap suatu minat beli.

Kata Kunci: *Hypnoselling*, *Copywriting*, Minat Beli.

ABSTRACT

M. Syifa'ul Qolby, Hypnoselling and Copywriting Analysis of Buying Interest in Online Sales Through Whatsapp (Case Study on Trunojoyo Madura University Students Who Make Online Sales Through Whatsapp). Under the guidance of Bambang Setiyo Pambudi, S.E., MM

It is undeniable that many students have used WhatsApp social media as a sales promotion tool. However, most students promote their products just to share pictures and post on instastory without any interesting language or words that affect consumers. This study aims to determine the effect of Hypnoselling partially on buying interest and the effect of Copywriting partially on buying interest. The independent variables studied were Hypnoselling and Copywriting, while the dependent variable was buying interest.

This study uses quantitative methods. The population in this study are consumers, namely students from Trunojoyo Madura University who know sales on WhatsApp. The results showed that hypnoselling partially had a significant effect on buying interest in online selling on whatsapp, copywriting partially had a significant effect on buying interest in online sales on whatsapp, and hypnoselling and copywriting simultaneously had a significant effect on buying interest in online sales on whatsapp. In this study, hypnoselling and copywriting used in selling on WhatsApp can affect buying interest.

Keywords: Hypnoselling, Copywriting, Buying Interest.