

ABSTRAK

Penelitian ini adalah penelitian deskriptif kualitatif yang dilakukan di kedai *Cheese Tea Inc.* Gejayan di Jl. Affandi No. 24 B, Santren, Caturtunggal, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Penelitian ini bertujuan untuk mengetahui pemanfaatan *Paid Promote* sebagai sarana dalam penawaran produk *Cheese Tea Inc.* Gejayan. Data yang digunakan adalah data primer dan data sekunder. Metode penelitian dilakukan dengan *Focus Group Discussion* dan observasi untuk mendapatkan data primer, sedangkan jurnal, buku, dan *website* untuk mendapatkan data sekunder. Berdasarkan data tersebut lalu dibandingkan dengan 5 dimensi yang ada yakni *Online Communities*, *Interaction*, *Sharing of Contents*, *Accessibility*, dan *Credibility*. Hasil dari penelitian ini menunjukkan bahwa manfaat yang diterima *Cheese Tea Inc.* Gejayan dari *Paid Promote* adalah menciptakan *brand awareness* dan tidak terlalu signifikan dalam menambah tingkat penjualan.

Kata Kunci: *Paid Promote*, *Online Communities*, *Interaction*, *Sharing of Contents*, *Accessibility*, dan *Credibility*

ABSTRACT

This research is a qualitative descriptive study conducted at the Cheese Tea Inc. Gejayan store on Jl. Affandi No. 24 B, Santren, Caturtunggal, Kec. Depok, Sleman Regency, Special Region of Yogyakarta. This study aims to find out the benefits of Paid Promote as a means in offering product of Cheese Tea Inc. Gejayan. The data used are primary data and secondary data. The research method was carried out with Focus Group Discussion and observation to obtain primary data, while journals, books, and websites to obtain secondary data. Based on these data then compared with the 5 existing dimensions, namely Online Communities, Interaction, Sharing of Contents, Accessibility, and Credibility. The results of this study indicate that the benefits received by Cheese Tea Inc. Gejayan from Paid Promote is creating brand awareness and not too significant in increasing sales levels.

Keywords: *Paid Promote, Online Communities, Interaction, Sharing of Contents, Accessibility, and Credibility*