

ABSTRAK

Business competitors with the Business to Customer (B2C) model develop strategies so that their products are accepted by customers. In this Covid-19 era, it is a disaster for B2C business actors to compete. they have to rack their brains to survive this pandemic. The development of technology in the era of globalization is increasingly rapid with changes in the function of technology causing a shift in the function of technology. In today's era, many technologies have penetrated into other fields such as business, education and others with the aim of making human work easier. The problem that arises is that business people do not know the potential of business if they use technology. The purpose of this study is to identify Effective Online Promotion Strategies For Business To Consumer For Students' Perspectives. In this study, we will discuss advertising promotion strategies on social media with several factors that make effective advertising promotion strategies on social media such as ad attractiveness, ad content and frequency of serving.

The data used is primary data collected by questionnaire using google form. The data analysis used was Multiple Linear Regression with the help of SPSS 26. The number of samples in this study consisted of 352 respondents who were selected purposively. The results showed that advertising on social media with the variables of advertising attractiveness, ad content and frequency had a positive effect on Effective Online Promotion Strategies For Business To Consumer For Students' Perspectives