

ABSTRACT

Allure Green tea or also known as *Esprecielo Allure* is a local brand from CV. Esprecielo International Group, as food and beverage producer, with Allure esprecielo beverage being the first bottled beverage successful in penetrating Asian market in less than 10 years since its establishment as a new food and beverage industrial in Indonesia. Esprecielo Allure is bound to innovate in order to increase public awareness of its brand. One of its promotion tools is advertisements. Along with improvements on digital technologies, esprecielo is executing its promotional communication strategy by using online advertisements. Video soft selling campaign in the form of short movie uploaded in Youtube channel @EsprecieloID is one of narrative online advertisements that is done by CV. Esprecielo in order to raise brand awareness of Allure Green Tea in consumers' minds. Problem formulation in this research is how much online narrative advertisement elements of Allure short movie version on Allure Green Tea brand awareness to Youtube @EsprecieloID channel viewers. This research will be conducted using communication theory of Laswell. Data analysis technique used here is causal quantitative with simple regression method. The population is short movie viewers being 265.549 viewers with 400 respondents as sample. The independent variable is narrative online advertisements, while the dependent variable is Allure Green Tea of Esprecielo brand awareness. Data gathering was conducted with online questionnaire to "Allure Matcha Latte Story: A Short Movie of Glenn Alinskie and Chelsea Olivia" viewers. By using descriptive analysis technique, the mean percentage of narrative online advertisements is categorized as good. Meanwhile, the brand awareness percentage of Allure Green tea is also categorized as good. The research shows that mentioned narrative online advertisement "Allure Matcha Latte Story; A short movie of Glenn Alinskie & Chelsea Olivia" affects viewers' brand awareness, with 46.4% influence, while the remaining 54.3% gives other variable factors beyond this research.

Keywords: Narrative Online Advertisement, Youtube, New Media, Brand Awareness