

ABSTRACT

This research is motivated by a 20% increase in people with diabetes in Indonesia at a young age of 17 to 39 years in 2017. Tropicana Slim's awareness as a producer of low sugar products, thus educating the public about the adoption of a healthy lifestyle, especially the younger generation tends to consume social media more. Therefore, Tropicana Slim chose Youtube as a potential marketing media platform, as evidenced by the increase in digital marketing advertising spending on YouTube's social media platform by 60-90%. Therefore, Tropicana Slim chose Youtube as a media marketing platform with \ webserie as an advertising concept to reach a wider audience, especially young people aged 17 to 39 years. In addition, this study aims to determine the effect of entertainment, information, personalization and advertisement value on the brand attitude and the role of the advertisement value as a mediator in the Tropicana Slim Sore webseries advertisement.

This research uses entertainment variables with dimensions of entertaining, enjoyable, and pleasing. The second variable is information with dimensions providing timely information, tell people about the product when they need it, and information relevant on product. Variable personalization has dimensions of advertising displays personalized message, advertising is personalized for my usage, and advertising are personalized. advertisement values have valueable, useful, and important dimensions. While brand attitude variables have product dimensions branding in advertising is good, product branding in advertising is pleasant, and product branding in advertising is favorable.

The method used in this study is a quantitative method with a type of descriptive and causal research. The types of data needed for research are primary data and secondary data. Sampling was done by non-probability sampling method type of purposive sampling, with the population is a view of Tropicana Slim Afternoon webseries advertisements on the Youtube social media platform as many as 1,324,541 populations and obtained samples of 400 samples. The data analysis technique used descriptive analysis and SEM analysis to determine the influence of entertainment, information, and personalization on brand attitude by advertisement value as a mediator.

The results showed that the variables of entertainment, information, personalization, advertisement value and brand attitude were in a very good category. The results of the SEM-PLS analysis addressing the variables entertainment, information, personalization, and advertisement value on the brand attitude have a positive influence of 16.8%, 22.5%, 52%, and 75.6%. Meanwhile, the advertisement value acted as a mediator with a value of 10.8%, 16.2%, 35.1%.

Keywords: *advertisement value, brand attitude, digital marketing, Youtube*