

ABSTRACT

This research aims to determine the effect of web series advertising Space # “Kenapa Belum Nikah?” on brand awareness of JD.ID. This research uses indepent variable, which is web series advertising, with several dimensions, and that including multimedia, pictures, and content. For dependent variable, it also contains several dimensions as well, and that including unaware of brand, brand recognition, brand recall, and top of mind. This research uses quantitative methods, with descriptive data analysis techniques, normaly test, simple linear regression test, coefficient of determination, and hypothesis test. The samping technique used in this research is probability sampling, that is simple random sampling, with unknown populations formula to 100 respondents. Hypothesis test result shows that web series advertising of Space # “Kenapa Belum Nikah?” has an influence on brand awareness of JD.ID, this evidenced by t count (6.168) > t table (1.290), and the results of the coefficient of determination shows that web series advertising Space # “Kenapa Belum Nikah?” has 28% effect on brand awareness of JD.ID. So, it can be concluded that web series advertising needs another supporting elements, such as slogans and jingle.

Keywords: advertising, web series, brand awareness