ABSTRACT

This study discusses the influence of Toyota webseries advertising "Ending Love in Three Episodes" on the public response, which was aired on ToyotaIndonesia's official Youtube account in 2018 in introducing Toyota's latest Yaris car with the color of Citrus Mica Metallic. The purpose of this study is to analyze the influence of webseries advertising on audience responses on Toyota webseries ad video "Ending Love in Three Episodes" and how much influence is partially. By using quantitative methods using descriptive research types. The sampling process uses a non-probability sampling method with a type of purposive sampling, and respondents used as many as 100 people. The data analysis technique used is descriptive analysis, classic assumption test and simple linear regression analysis, coefficient of determination and hypothesis testing. Hypothesis testing uses the t-test which then results in the webseries advertisement "Ending Love in Three Episodes" having an influence on the audience's response. This is evidenced by thitung (12,110)> t table (1,987). Then based on the coefficient of determination the results of the Toyota webseries advertisement "Ending Love in Three Episodes" have an effect of 59.9% on the response of the public.

Keywords: *Advertising, Webseries, Toyota Indonesia, Ending Love in Three Episodes, Audience Response, AISAS*