

ABSTRACT

In this study the researchers examined JD.ID ad version Hantu Aja Pilih Yang Ori, where in the ads there were many people, especially JD.ID ad viewers who gave criticism and asked for the JD.ID advertisement Hantu Aja Pilih Yang Ori version to be delete, from this phenomenon researchers want to know why this can happen. Therefore the researcher intends to research with the title of the Influence of JD.ID Hantu Aja Pilih Yang Ori version ads Against Affective Response, in this study the researcher used explanative Quantitative, research method with descriptive method.

Based on the results of the study, the variable Ad (X) has a significant effect on Affective Response. Based on the value of t count (9,734) > t table (4,106). This number determines that H_0 is rejected and H_a is accepted. This means that there is an influence between JD.ID Ads to Affective Response, amounting to 49.2%, while the remaining 50.8% are other influencing variables besides the ad variables that are not examined.

Keywords: Advertising, Affective Response.