

ABSTRACT

The research entitled "The Influence of Video Advertising Insto Dry Eyes on Raditya Dika's Youtube Channel on Increasing Brand Awareness" analyzes whether there is an increase in brand awareness from the video advertising Insto Dry Eyes on Raditya Dika's youtube channel. The research method used in this research is quantitative by using elements contained in video advertising and using the dimensions of brand awareness. The research data came from 250 respondents. The results of this study obtained the t value of 6.745. Because t count (6.745) > t table (1.660), then H₀ is rejected and H₁ is accepted. It can be seen from the results of these calculations that it is concluded that there is an influence between Insto Dry Eyes video advertising on the Raditya Dika (X) youtube channel on increasing brand awareness (Y). Video advertising has a positive influence on increasing Brand Awareness Insto Dry Eyes. Based on the results of the calculation of the coefficient of determination, it was found that video advertising insto dry eyes on the YouTube channel Raditya Dika had an effect of 15.52% on brand awareness, then the remaining 84.48% was influenced by other factors that researchers did not carefully study in this study. other factors which the researchers did not thoroughly in this study.

Keywords: Video Advertising, Brand Awareness, Advertising, Youtube