

ABSTRACT

Many advertisers believe that consumer emotions are better at advertising effectiveness, because if you only sell brands there will be no striking differences with competitors or competitors. The way to attract the consumer attentions, to use the products and brands of the company is to advertise and make the audience like the advertisement. One of the advertising videos "Jadikan Ramadan Kesempatan Terbaik". Therefore, the authors want to know and analyze a relationship, how much the relationship, effect, and how much effect the Tokopedia version "Jadikan Ramadan Kesempatan Terbaik" for the affective response of audience. This research using a quantitative methods, positivistic paradigm, and analysis techniques is descriptive data analysis, and simple linier regression. For sampling techniques was used non-probability sampling with type of incidental sampling, which is total 100 respondents. The result is a simple regression of $Y = 8.091 + 0.411X$. Furthermore, the correlation analysis with results of 0.657 belongs to the strong category. In this study H_0 rejected and H_1 accepted because $t_{count} > t_{table}$ ($8.629 > 1.660$) means that Tokopedia version "Jadikan Ramadan Kesempatan Terbaik" influences the affective response of the audience. As well as the video advertising version "Jadikan Ramadan Kesempatan Terbaik" affects the affective response of audiences by 43.20% while the other 56.80% is influenced by other this research.

Keywords: video advertising, affective response, Tokopedia