

ABSTRACT

Using marketing media, company needs to choose which media is suitable for the target market of the product offered. Youtube is one of the best communication media for video advertising, which is currently the most effective media for communicating a brand. Youtube application is the most popular media in Indonesia. More than one-third of internet users in Indonesia actively use Youtube. In a day, the average Indonesian uses Youtube 42.4 minutes. The advertisement of a product or company makes its own attractiveness and perspective for every consumer. Therefore, every company must properly communicate and advertise a product or brand to consumers in the right way, so that the company's goal in communicating products and brands is right on target, so every company must know what advertising content consumers are interested in.

The main objective of this research is to find out from the factors of entertainment, informativeness, irritation, credibility, novelty, personalization, and perceived social usefulness in an advertisement which factors most influence the behavior of viewers of online video ads through Youtube media.

The reference framework used in this study comes from a study entitled Consumer Attitudes Toward Online Video Advertisement: Youtube as a Platform. The main framework modified by doing prior research and adding variables that are felt to be necessary to examine there are novelty, personalization, and perceived social usefulness. This research is a quantitative research with descriptive and causal data analysis. The respondents surveyed in this study were 288 respondents, who is Indonesian people who had watched online video advertisements through Youtube media (skippable video ads) using purposive sampling technique. The total questions submitted were 55 questions which included two screening questions, seven profile questions, and 46 questions representing each measurement variable in this study. The collected data is then processed using SEM-PLS data analysis techniques, and uses SmartPLS application version 3.2.8.

The results of the study show that all variable relationships between entertainment, information wealth, disruption, novelty, personalization, and social benefits that are felt to have a significant positive effect on attitudes, attitudes have a significant positive influence on intention, and intention has a significant positive effect on behavior. The credibility variable has no influence, while the flow variable has one relationship that has a significant positive effect while the relationship with the attitude variable has no influence.

In this case the company needs to properly compile advertisements that will be delivered to prospective customers so that the message to be conveyed can be in accordance with the objectives and enhance the brand image. The strategy for ignition of advertisements also needs to be prepared with precision and depth. In this study it was shown that novelty has a high influence on the attitude of the audience to an advertisement followed by personalization, then the perceived social benefits.

Keywords: Marketing Communication; Advertising Analysis; Consumer Behavior