

ABSTRACT

This study aims to find out how Tropicana Slim's youtube web advertising series, Tropicana Slim's brand awareness, Tropicana Slim's buying interest and how big is the influence of YouTube's web advertising series and brand awareness on Tropicana Slim's consumer buying interest. The case study in this study aimed at respondents who knew the Tropicana Slim brand and knew the existence of the Tropicana Slim web series ad.

This research uses quantitative methods that are descriptive and causal. The population of this research is consumers who have / have not used Tropicana Slim products and seen web series advertisement shows on YouTube Tropicana Slim. The measurement scale in this study uses a Likert scale and sampling is done by nonprobability sampling-incidental sampling with a total of 100 respondents. And data analysis techniques using multiple linear regression analysis techniques.

The results showed that advertising, brand awareness, and buying interest of Tropicana Slim were in the good category. All independent variables significantly and positively influence buying interest by 51.8%. While the remaining 48.2% is influenced by other factors.

Keywords: Youtube Web Series Advertising, Brand Awareness, Interest in Buying Tropicana Slim