

ABSTRACT

The advances in communication technology have implications for the field of promotion and marketing by several companies through new media. One of promotion ways through new media is advertising on the YouTube media platform. YouTube used as a medium for exchanging information with audio – visual video output and reaching all over the world. Web series advertisement is one of several contents on the YouTube media platform. This research is intended to find out how much the influences of “Lady Giga” Eps. Geng Bel web series advertisement that produced by PT. Smartfren to millennial audience’s purchase interest. The method that used in this research is descriptive quantitative research method. And the sample of this research is the audience/viewers of “Lady Giga” Eps. Geng Bel web series advertisement. This research used the AIDDA theory which is Attention, Interest, Desire, Descision, and Action. The result of this result shows that “Lady Giga” Eps. Geng Bel web series advertisement has give significantly affect to the audience’s purchase interest, by obtaining t count $9.551 > t$ table 1.984 , and that means the H_0 hypothesis is rejected and H_1 hypothesis is accepted. The result of simple regression analysis shows that “Lady Giga” Eps. Geng Bel web series advertisement has give significantly affect in positive direction to the audience’s purchase interest with total percentage of 48,1%.

Keywords: YouTube, Advertisement, Web Series, Quantitative, Purchase Interest.