

## ABSTRACT

Marketing communication activities is one of the most important things for companies to pay attention to in order to survive. One of the companies engaged in online trading or e-commerce that continues to innovate is Shopee. One of the newest social media used by Shopee to advertise is TikTok. This study focuses on In-Feed Native Video type advertising by involving one independent variable which is advertising (Variable X) that measured using sub variables which are heard word, color, music, picture, seen word and movement. Dependent variable which is Audience Attitude (Variable Y) measured with cognitive, affective and conative aspect. The research objective is to find out the influence and how much the influence of Shopee's In-Feed Native Video Ad "9.9 Super Shopping Day" version on TikTok App toward Audience Attitude. The results showed that the magnitude of the influence of the Advertising variable (X) on the Audience Attitude variable (Y) was 58,6%. While the remaining 41,4% is influenced by other factors not examined in this study. The t test results show that the advertising variable (X) has a t value greater than the t table value because t count (23.742) > t table (1.96) from a significance level of 0.000 < 0.05 then H0 is rejected and H1 is accepted. This means that Shopee's In-Feed Native Video Ad "9.9 Super Shopping Day" version on TikTok App have an impact on audience attitude.

**Keywords: Ads, Ads on TikTok, Audience Attitude**