

ABSTRACT

Advertising is included in marketing communication activities that can be done online through social media like Twitter. In the past year the growth of active users and significant growth in video content continues to grow hence Twitter is chosen and used by companies for advertising. One of these companies is PT. Sasa Inti, made an advertisement which was uploaded to the Twitter account @Sasa_Melezatkan with a video ad format, reaching 3.2 million viewers. The ad is a Sasa “Welcome Back Micin Swag Generation” ad, an ad that received a lot of good responses from the audience. This research was conducted with the aim of knowing the influence of video and audio elements on the Sasa “Welcome Back Micin Swag Generation” ad on social media Twitter towards the attitude of the audience. Attitude components of the audience that will be examined in this study are the components of cognitive, affective and conative attitudes. This research uses descriptive research method. The sampling technique used is purposive sampling with a total sample of 400 samples. The data analysis techniques in this research are descriptive statistical analysis and multiple linear regression. The results of this study are that there is an influence of Video and Audio Elements partially with the respective influences of 40.13%, 16.56% and simultaneously of 56.8% from 100% on the attitude of the audience.

Keywords: *Advertising, Social Media Twitter, Video Element, Audio Element, Attitude of The Audience.*