

ABSTRAC

The purpose of this study is to ascertain the impact of the story online advertisement #BergerakHidupkanHarapan on the brand awareness of Wardah Indonesia. Online advertising (X1) with interactivity, vividness, entertainment, and self-referencing is the independent variable used in this study. and brand awareness (Y), which includes brand recognition, brand recall, and top of mind. This study used a quantitative methodology with questionnaires given out to viewers of the short film #BergerakHidupkanHarapan; up to 100 persons were included in the study's sample size. According to the results of the hypothesis test, the tcount value is 3.757 and the sig value is 0.000, and for 98 degrees of freedom, the t table is 1.660. Because the value of t count (3.757) > t table (1.660) with a significance value of 0.000 < 0.05, Ho is rejected and Ha is accepted, which means that the online version of the narrative short film #BergerakHidupkanHarapan is acceptable. And the results of the coefficient of determination test show that narrative online advertising has contributed 12.6% to Wardah's brand awareness while the rest is influenced by other factors.

Keywords: Narrative Online Advertising, Social Media, YouTube, Short Movie, Brand Awareness.