

ABSTRACT

The communication interaction is a process that involves the exchange of messages through various media with the intention of influencing or creating specific effects on the recipients. With the development of the automotive industry and digital marketing in Indonesia, especially in Bandung, used cars have become increasingly popular as affordable transportation alternatives. Therefore, startups in the used car buying and selling industry utilize digital marketing strategies, particularly through the use of web series advertisements. This research focuses on examining the influence of advertising elements in the Olx Autos web series in Bandung on the brand awareness of passenger car users in Bandung in 2022. A quantitative method is employed, utilizing descriptive data analysis, simple linear regression, and hypothesis testing. Accidental Sampling is used for sampling, with 402 respondents. The results indicate that the Olx Autos web series advertisement titled "Jalan Yang Pasti" has a positive impact on Olx Autos brand awareness, with a calculated t -value (8.984) > t -table (1.966). The coefficient of determination shows an influence of 16.8% on Olx Autos brand awareness. In conclusion, web series advertisements require supporting factors such as slogans and jingles to enhance brand awareness. In this case, the "Jalan Yang Pasti" web series advertisement successfully achieves its promotional goals by generating a positive effect on Olx Autos brand awareness. However, to enhance overall brand awareness, it is necessary to consider other elements and develop a comprehensive marketing strategy.

Keyword: Advertising Elements, Web Series, Brand Awareness, Used Cars