

ABSTRACT

The high demand for cat food in the last five years makes various brands appear on the market. This condition makes competition in the business world more stringent, and the company is increasingly competing to advertise its brand through YouTube. The research was conducted to find out the influence of Sheba cat food YouTube advertisement on audience attitude. The aim of this study was to find out the influence of Sheba Cat Food YouTube advertisement on the audience attitude and to find out how much the influence of Sheba Cat Food YouTube advertisement on the audience attitude. This research used quantitative methods with the type of explanatory research. The probability sampling applied in this research with a total 100 participants. The data analysis techniques used are descriptive and simple regression analysis. Based on the hypothesis test, Sheba cat food YouTube advertisement influenced the audience attitude. Based on the determination coefficient, Sheba cat food YouTube advertisement influence the audience attitude by 41.9%, while the remaining 58.1% was influence by other variables outside this study. The conclusion of this study is Sheba cat food YouTube advertisement was in the very good category and audience attitude was in the good category. However, there is an element in advertising that needs to be corrected, that is the music in the audio dimension. In addition, the company have to improve the quality of the product or provide promotions so that the indicator of re-purchase on the behavioral dimension can increase.

Keyword: YouTube advertisement, audience attitude.