

ABSTRACT

Paid streaming applications are becoming increasingly popular in Indonesia due to high internet penetration. However, Vidio, as a local Over The Top (OTT) platform, still lags in user numbers compared to other platforms such as Netflix, Disney+, YouTube, and Viu, indicating challenges in its advertising effectiveness. This study aims to analyze the influence of advertisement appeal and message quality on advertising effectiveness in the Vidio streaming application. The research employs a quantitative approach with descriptive and verification methods. The sample consists of 256 respondents selected through purposive sampling, with criteria including users who have watched Vidio advertisements and other streaming applications. Data was collected through questionnaires and analyzed using multiple linear regression. The findings indicate that advertisement appeal and message quality significantly influence advertising effectiveness, both partially and simultaneously. The highest-scoring indicator for advertisement appeal is message clarity (3.92), while the lowest is advertisement uniqueness (2.88). In message quality, ease of message recall scores the highest (3.95), whereas meaningful moral messages receive the lowest score (2.56). Therefore, improving advertisement uniqueness and delivering meaningful moral messages is necessary to enhance advertising effectiveness on Vidio.

Keywords: *Advertisement Appeal, Message Quality, Advertising Effectiveness, Streaming Applications, Vidio*