

ABSTRACT

Youtube is a web video sharing social media which is commonly used as the advertising media. One of the company which using youtube as advertising media is tokopedia. Tokopedia using video ads, which the form of the video ads is the same as the advertisement in television media. Video ads used in this study is Tokopedia version of "Semua dimulai dari tokopedia" and it's uploaded on January, 8 2017. According to the statistics seen in Youtube, the author interested to know the content of video "Semua dimulai dari tokopedia" towards consumer response using AISAS model. The purpose of this study is to determine the influence of Tokopedia video content " Semua dimulai dari tokopedia " which include Attention, Interest, Search, Action, and Share. Sampling technique in this research use accidental sampling to 100 responden through questionnaire spread. Data analysis techniques used are descriptive statistics and simple regression analysis. The results showed the responses of respondents to the content of Tokopedia video " Semua dimulai dari tokopedia " 75.93%, while the attention 75.5%, interest 72.2%, search 64%, action 68.75%, share 65.87%. While the results of simple regression analysis Tokopedia video ads has a significant effect of 0.336 to attention, 0.354 to interest, 0.133 to search, 0.234 to action, 0.096 to share. It can be said that Tokopedia video content ads have a significant influence on consumer response with AISAS model.

Keyword : video advertising, consumer response, AISAS