

### **Abstract**

*YouTube is one of the media social of web video sharing often used as an advertising medium. Companies that use YouTube as an advertising medium is PT. Modelez Indonesia with product is Oreo using video ads, an ads that the same as in the television media. Video ads are used in this study are video ads oreo version Wonderfilled Tale, Feat, Yuna, GAC, The Ransom Collective #Wonderfilled uploaded on October 13,2016. Based on the statistic data that is viewed on YouTube, researchers are interested to know what video content advertising Oreo version Wonderfilled Tale, Feat, Yuna, GAC, The Ransom Collective #Wonderfilled on the response of the customer using the model AISAS. The purpose of the research was to influence of video content advertising Oreo to attention, interest, search, action, and Share. This research uses descriptive research method is causal. Sampling techniques in this study using the indisental sampling to 100 respondents by distributing questionnaires to people in the city of Bandung. Data analysis technique used descriptive statistics and simple regression analysis. The research result showed respondents to the video content ads Oreo 79,82%, while for anttenttion 79,8%, interest 75.35%, search 68.8%, action 71%, and share 67%. While the results of a simple regression content of video ads Oreo a significant impact of 0,086 to attention, 0,291 to interest, 0,158 to search, 0,249 to action, and 0,138 to share. It means that the content of video ads Oreo having influence a significant impact on consumer response with AISAS model.*

*Keyword: Video advertising, Consumer Response, AISAS.*