

Abstract

The development of the media took part in the dissemination of information in particular in advertising used by companies, one of which is advertising on YouTube. One of the company that use of YouTube as an advertising media is Bukalapak. Using the pop-up ads format in the form of a video that appeared suddenly on the screen when accessing the video. The use of pop-up ads on YouTube can affect the attitude of audience in accessing YouTube in particular. In this research a Bukalapak video ads that use as pop-up ad is the heroes themed one on August-October 2016. Based on statistical data display on YouTube, researchers interested to know the influence of pop-up ads Bukalapak version of the hero on YouTube towards the attitude of the audience. Components of the attitude of the audience that was examined in this study is a component of cognitive, affective, and conative. This research use descriptive research methods that are causal descriptive method. The sampling techniques used are incidental sampling of 100 respondents through the distribution of the questionnaire. Data analysis technique used is a regression linear analysis and descriptive statistics. The results of this research describes the percentage of the response to the pop-up ads Bukalapak version of the hero on YouTube is 71,21%, while on the attitudes of the audiences 67,55%. The variable component of the audiovisual pop-up ads Bukalapak version of the hero on YouTube have influence is 57,5%. So it can be concluded that the influence of pop-up ads Bukalapak version of the hero on YouTube has influence high enough towards the attitude of the audience.

Key Words: pop-up ads, Attitude of the audience, Cognitive, Afective, Conative