ABSTRAK

Sharing is an activity that inform the experience to the people through text, photo, video, using social media internet based. 15% of all Indonesian social media users are enable creating and exchanging content "user-generated content". LINE is a free instant messenger application that used for sending a message such as text, image, video, voicenote, etc.

The objective of this research is to discover the response from attention, interest, search, action, share on respondents while they watching LINE advertising mini drama "Ada Apa Dengan Cinta" 2014 version. This research is using descriptive quantitative methods, a sample that being used are viewer LINE advertising mini drama "Ada Apa Dengan Cinta" 2014 version as such as 400 people and using nonprobability sampling technique. The output of this research is AISAS (attention, interest, search, action, share) on LINE advertising mini drama AADC 2014 version that on good categorized. That case is being proven by the average result of variabel score attenion 81,5% that on good categorized, interest 78,8% that on good categorized, search 78,8% that on good categorized, action 78,9% that on good categorized, share 70,7 that on good categorized. The result of this research is that LINE can maintain the last promotion strategy with electing story from a popular movie while accomplish level share on social media.

Keywords: *Line, Indonesia, Find Alumni, AISAS, Ada Apa dengan Cinta, quantitative, nonprobability sampling.*