

ABSTRACT

Marketing communication has a purpose to communicate a message to the customer using many types of media. In addition, marketing communication aims to achieve three stages of changes which intended to the consumers, i.e. knowledge changes, attitude changes and behavior changes. The purpose of this research is to examine those three stages of changes through advertisement. This research focused on an online narrative advertisement which released by LINE Indonesia in 2015 titled "LINE – Nic and Mar" and this research used qualitative descriptive methods. Data collecting was done by doing interviews and observation. Discussion was done through interviews with four persons, two marketers as the key informants and the other two as the supporting informants whom were the user of LINE and audiences of online narrative advertisement "LINE - Nic and Mar". The result showed that the marketing communication activity through advertisement is considered able to change the knowledge, attitude, and behavior of audiences or user towards the online narrative advertisement "LINE - Nic and Mar" and also to LINE itself.

Keywords : marketing communication, online narrative advertising