

## **ABSTRACT**

Advertising Campaign is one of the essential factor to show the existence of a product. Not only the quality of the product, but also how to communicate to the community in order to make the product be accepted and get a place in the middle of the competition. In 2015 Coca-Cola launched its advertising campaign themed Share A Coke, it had been simultaneously across the world, and one of them is in Indonesia. The campaign was also supported by the existence of the video ads on Coca-Cola YouTube channel containing with the short films from the three people who represented the victims of the verbal bullying through the practice of giving the name of the label or a nickname. The existence of the advertising campaign conducted by the Coca-Cola caused various responses. It also should be realized that consumer response is quite important, because basically consumer response directly affect the consumer purchasing decisions. Therefore the goal of this research is to know which level of the Coca-Cola video ads #RayakanNamaMu in consumer response. The consumer responses will be measured by using the AISAS model that formed with Attention, Interest, Search, Action, and Share. In this research, researcher is using the constructivism paradigm with qualitative research method and approach virtual ethnographic. Researcher will process the data based on the interview results of the three key informers by using the AISAS model. The results of this research are those three informers key still through in Share level, and not all informers already through until the action level because there's only one informer through the action level, by purchasing the Coca-Cola products.

**Keywords :** *Advertising Campaign, Video Advertising, YouTube, Coca-Cola*