

ABSTRACT

YouTube is a social networking site where more focus on video-sharing activities. In other words, YouTube function where users can load, watch, and share video clips for free.

The purpose of this research is to investigate and examine the effect of online media promotion youtube toward audience decision to watching movies in Bandung (Correlational studies movie trailer The Raid 2: Berandal).This research involves in two independent variables and one dependent variable. The first independent variable is the excess media campaign youtube (X1) according Agazio and Buckley (2009:71). Then the second independent variable is the youtube video characteristics (X2) according to Cheng, Dale, Liu (2007). And the dependent variable is the consumer decision (Y) according to Kotler (2009: 223).

The primary data were collected through survey method with purposive sampling method using questionnaire given to 400 respondents. This type of research is causal and descriptive research with the research method of quantitative research methods to the 400 respondents coming from youtube users. While the data analysis techniques is a multiple linear regression analysis. This study has a descriptive analysis of the results by 73% for variable excess youtube media campaign, by 71% for the variable characteristics of the video on youtube, and 75% for the variables audience decision to watching movie.

So, the results of the study show that partially and simultaneous the excess media campaign youtube and youtube video characteristics effect significantly to audience decision to watching movies in the amount of 58,2 % and the rest of 41,8 % is affected by other factors which are not examined in this research.

Keyword : Promotion, Media Promotion Online, Movie Trailer, Youtube