ABSTRACT

Exposure is a state in which audiences are exposed to messages spread by the mass media. Advertising media is a mode used to deliver advertising messages to the target audience. One medium for delivering advertising messages is YouTube's social media. Ramayana Company uses Youtube to publish Ramayana Ramadan 2017 ads version Bahagianya adalah Bahagiaku on May 26, 2017, where within four months the ad has been viewed by 5,820,432 viewers. In this case, if the consumer is exposed to advertisement, then it will create certain feelings and attitudes toward the brand.

This study aims to find out and test The Influence of Advertising Exposure YouTube Ramayana Ramadan 2017 version Bahagianya adalah Bahagiaku Towards The Brand Image. This study involved one independent variable and one dependent variable. The independent variable is the advertising exposure (X) and the dependent variable is the brand image (Y).

Primary data was collected through survey method to 100 respondents using probability sampling type cluster sampling (area sampling). The type of this research is causal and eksplanative research with quantitative research method towards 100 respondents who ever watched Ramayana Ramadan advertisement YouTube 2017 version Bahagianya adalah Bahagiaku. While the data analysis technique that the author uses is a simple regression analysis. This research has results of descriptive analysis equal to 76% for ad exposure variable and 73% for brand image variable.

Meanwhile, the results showed there is a influence between of advertising exposure (X) YouTube Ramayana Ramadan 2017 version Bahagianya adalah Bahagiaku to the brand image (Y) of 35.4% and the balance of 64.6% influenced by other factors not examined in this research.

Keyword : Advertising Exposure, YouTube, Brand Image