

ABSTRACT

Women and beauty are two things that hard to separated. In our current life representation of beauty is built on the perception formed by the cosmetic industry. For Indonesian, one of the symbol of beauty is identical with a white, clean and flawless face. For example, nowadays many cosmetic industries present white women to sell their products. However, unlike the beauty advertisement in general, Clean & Clear create different advertising concepts. Clean & Clear raised an interesting message in their campaign that beauty is not always about white skin by using Youtube as one of its partner in advertisement. The objective of this study is to know how much the effect of message in Clean & Clear on Youtube towards the cognitive response of audiences. This study involved one independent variable and one dependent variable. The independent variable is the advertising message (X) and the dependent variable is the cognitive response (Y). This research is using quantitative method, with descriptive data analysis technique and simple linear regression. The sample is taken by using non-probability sampling method as many as 400 respondents women about 12-22 years old, who had watched advertising of Clean & Clear Version 1000 Indonesian Tribe, Different Skin Colour on Youtube. The result of this research shows that Advertising Messages on Clean & Clear Advertisement of Version 1000 Indonesian Tribe, Different Skin Color in Youtube have a significant effect on Cognitive Response of the Audience about 68,3% and the rest of it is about 31,7% influenced by other variable that is not observed in this research .

Keywords: Advertising Message, Cognitive Response, Youtube