

ABSTRACT

Transit advertising is one form of outdoor media advertising. This study discusses transit ads placed at the rear of an online motorcycle rental vehicle located in Jakarta, as online motorcycle tax trends have increased in recent years as demand for rapid transportation in Jakarta increases. One product that uses transit advertising as a medium in advertising is Shopee. The rapid use of the internet and the growing number of online shopping consumers, making Shopee is currently one of the most widely used e-commerce. This study looks at the effect of Shopee's transit advertising on the attitude of audiences in Jakarta. This research is a quantitative research with descriptive data analysis using simple linear regression analysis technique. The sample in this study used 100 respondents with non-probability sampling method, with the criteria of respondents of Jakarta community aged 18-30 years. The result of descriptive analysis on transit advertising variable obtained total score of 73,7% and at attitude variable obtained total score equal to 66,0%, which means both of these variables are in good category based on continuum line. Based on a simple linear regression analysis it was found that Shopee Transit Ads influenced Audience attitudes of 0.877. Based on the hypothesis test (t test) Shopee Transit Ads have a significant effect on Attitudes Audience in Jakarta, and based on the value of coefficient of determination, Shopee Transit Ads affect the attitude of the Audience in Jakarta by 48.3%.

Keywords: outdoor media advertising, transit advertising, audience attitudes.