

Abstract

Tropicana Slim is one of the special low-sugar calorie products targeted for male and female consumers of diabetic sufferers and early prevention for the descent in order to stay healthy without the need to hesitate to consume calorie foods. Tropicana Slim realized that diabetic sufferers aged 19-40 in 2013 have increased 5% from 2010 in in Indonesia and 20% of sufferers aged under 40 years. For that reason Tropicana Slim targeted young people/ youth as a target market in the last two years and in 2017 Tropicana Slim create advertisements through digital media YouTube as a new form of advertising that is web series, so that the 'millennial' generation interested in the advertisement and realized how important to keep healthy since early on.

This study aims to find out how much influence of the web series advertisement titled 'Sore: Istri dari Masa Depan' toward the brand image of Tropicana Slim after consumers watch the advertisement. This research uses quantitative methods by distributing questionnaires to respondents. Respondents in this study are SORE web series viewers on the official Tropicana Slim YouTube account age 19-40 Years. The purpose of this study is to find out how much influence Web Series Advertisement "SORE: Istri dari Masa Depan" toward the brand image of Tropicana Slim.

Based on the results of the research it is known that first hypothesis (H1) accepted it can be conclude that, there is a good influence between web series advertisement 'Sore: Wife of the Future' toward the brand image of Tropicana Slim.

Keywords: Ads, Web Series, Brand Image