

ABSTRACT

This Study was conducted to determine the effect of Tokopedia TV advertisement: Kejar jodoh dimulai dari Tokopedia version toward to audience response. The purpose of this study was to determine and analyze the influence of Tokopedia TV advertisement: Kejar jodoh dimulai dari Tokopedia version toward to audience response, and to find out how much the influence of Tokopedia TV advertisement: Kejar jodoh dimulai dari Tokopedia version partially towards to audience response.

This study use quantitative eksplanative. Sampling technicque used was purposive sampling type under non-probability sampling, with the total number of 385 respondents. The data was analyzed descriptively, and the hypothesis were tested by using regular regression analysis.

Based on the result of partial hypothesis test (t-test), showed there are Tokopedia TV advertisement: Kejar jodoh dimulai dari Tokopedia version has influence toward to audience response. This is proofed by the t count > t table (19,765 > 1,966). The results of coefficient of determination showed that Tokopedia TV advertisement: Kejar jodoh dimulai dari Tokopedia Version give influence 50,7% towards to audience response.

Keywords: *Tokopedia, television advertising, audience response.*