

ABSTRACT

Online advertising was able to give a direct impact on consumers. As many as 79% take direct action after viewing online advertising. Not to be outdone, the YouTube channel of Samsung Indonesia glances at webseries as a way to introduce its newest product, Galaxy J Pro by creating a webseries "Samsung: Move On Trip!" To get responses from audiences. In this study, will be examined how far the response of the audience by using AISAS model. This research uses quantitative methodology and survey method which is done by distributing questionnaires to samples that have been determined with non probability sampling technique. The results of this study indicate that the influence of the web advertisement advertisement "Samsung: Move On Trip!" To the audience response of 40,7%. So it can be concluded, "Samsung: Move On Trip!" Web series advertisements can provide a positive response to audiences, especially the subscribers of YouTube Samsung Indonesia.

Key words: *New media, online advertising, soft selling, web series, AISAS*