

ABSTRACT

Monster Hunter World are a console game which released on 28 January 2018 and have been sold over 7.9 million unit also Monster Hunter World Advertisement which have been uploaded on YouTube on 17 January 2018 with its title PS4 Story of Yamada The Almighty MonHun World Geek have gained 8.551.632 viewer in less than 6 month.

The purpose of this study itself are to understand and analyze on how the effect of Monster Hunter World YouTube Advertisement PS4 Story of Yamada The Almighty MonHun World Geek version toward Buying Decision in PlayStation 4 Indonesia Community. This study using quantitive method with descriptive type. The process of sampling have been done with use of non-probability sampling with purposive sampling which generate a result of 100 people as respondents. Data analysis techinque that used are descriptive analysis and regular linear regresion analysis.

Based on the result of this study by using partial hypothesis test (t-test), it's discovered that Monster Hunter World YouTube Advertisement PS4 Story of Yamada The Almighty MonHun World Geek version do have an effect toward Buying Decision. This has proved with $t \text{ count} > t \text{ table}$ ($6,6220 > 1,984$). According to the result of coeficient of determination it's showed that the effect between Monster Hunter World YouTube Advertisement PS4 Story of Yamada The Almighty MonHun World Geek version with Buying Decision are 31% influence rate and rest of 69% are factor from outside this study.

Keywords: Monster Hunter World, YouTube Advertisement, Buying Decision