

ABSTRACT

With the increasing number of internet user, internet has become a new media and producers began to seek it to be a place for them to advertise their product. The transition from conventional advertising to online advertising conduce in more companies vying to advertise their products. Some of these companies use YouTube as their platform, companies that use YouTube for their promotional activity is PT. Sinar Sosro, for example. Their famous product, Tehbotol Sosro, promotes several advertisements on YouTube, and their newest advertisement is Tehbotol Sosro 'Makan' version. This study will examine how far the effect of advertising appeals to brand loyalty. The type of research is quantitative methodology and it uses simple linear regression for data analysis of hypothesis test. Survey method which is done by distributing questionnaire to samples that have been determined with nonprobability sampling technique. The result of this study indicates that the influence of the Tehbotol Sosro 'Makan' version YouTube ad's advertising appeals to brand loyalty giving 47,1%. While the rest 52,9% is the other contribution of other variables aside from advertising appeals.

Keywords: new media, online advertisement, brand loyalty, advertising appeals