

ABSTRACT

Internet opens up opportunities to all fields, one of which is an e-marketing in social media. One of the e-marketing strategy is using social media to YouTube. Within the site there are several YouTube channel specifically reviewing media automotive review. The channel can be make by the automotive manufacturer to work together in order to help the automotive manufacturers to improve their sales results.

The purpose of this research is to know the positioning of each channel of automotive based on perceptions of Indonesia using the YouTube audience seeking information, attribute of entertainment, internet interaction, his recommendation convenience and advantage, and site performance is an adaptation of a journal of Tai-li wang (2014).

This research using quantitative methods. Engineering data collection using a questionnaire that was distributed to the audience online YouTube channel automotive in Indonesia, a total of 272 respondents. Method of sampling using a purposive sampling technique with nonprobabilitas. Questionnaire on test validity and reabilitas. Data analysis using the Multidimensional analysis program using Scalling IBM SPSS version 25.

The results of the research showed that out of the 4 channel auto IE, Autonetmagz, OtoDriver, GridOto, and Motomobi, channel GridOto is the most worth doing in cooperation with automotive companies because of the six attributes provided GridOto get the dominance of closeness to its attributes.

Expected future for automotive channel that has not been perceived well could fix and improve the content of the video review in terms of content, visual editing, and interaction to the audience which is the factor related to the attributes of research. And can maintain what has been perceived by the audience in Indonesia automotive YouTube channel.

Keyword : *Positioning, Perceptual Mapping, Channel otomotif, YouTube, Perception*