

## ABSTRACT

*Youtube is one of the social media in the form of video sharing web which is often used as advertising media. One of the companies that use Youtube as advertising media, namely PT. Unilever Indonesia with its Shampoo Clear product in collaboration with one of the Indonesian youtubers, Eka Gustiwana. The advertisement that the researcher used in this study was the Eka Gustiwana Youtube Ads Ayo Indonesia Bisa version which was uploaded on April 13, 2018. The purpose of this study was to find out how the effects of the Youtube advertisement by Eka Gustiwana of Ayo Indonesia Bisa of brand image Clear shampoo. This study will use descriptive and quantitative methods with descriptive analysis and simple linear regression analysis. In this study the primary data was obtained by distributing questionnaires to 100 respondents who had recorded the Youtube advertisement of Eka Gustiwana Ayo Indonesia Bisa version. The results showed that respondents' responses to the Youtube advertisement variable were 74.5% and 77.32% to the brand image variables. Meanwhile, the results of the study show that there is the influence of the Ayo Indonesia Bisa version of Eka Gustiwana Youtube ads on Clear shampoo brand image of 61.8%, while the remaining 38.2% is influenced by other factors not examined in this study. So it can be concluded that the Eka Gustiwana Youtube ads Ayo Indonesia Bisa version have a significant influence on the brand image Clear shampoo.*

*Keywords: Youtube, Youtube Ads, Brand Image*