

ABSTRACT

The development of information technology is rapidly increasing impact on the behavior patterns of people who depend on technology. Social media that is currently inseparable from daily routines is not just to communicate and access information, but to become a means of marketing and promotion. Many of the benefits that can be obtained from promotion through social media, such as the ease of reaching consumers, and can be accessed anytime.

The purpose of this study was to analyze the use of advertising on Youtube on purchase decisions on Clear Shampoo. The independent variable in this research is advertising, and celebrity endorser, whereas for the dependent variable in this study is a purchase decision. The research method used in this study is descriptive study using a quantitative approach.