

## **ABSTRACT**

*Shopee is a company engaged in e-commerce or commonly called online goods sales. This research was conducted to analyze the influence of broadcast advertising and free postage as a gimmick marketing on YouTube to the purchase intention.*

*Broadcast advertising are a part of sustainability and success in the process of lifting a brand and attracting the purchase intention of a person. Broadcast advertising are very important in the introduction of a brand to people who have not yet said it. In addition to attracting purchase intention in someone needs a compelling promotion. One of them is a gimmick marketing.*

*In this research the authors examined how the influence of broadcasts advertising on shopee and gimmick performed shopee in the form of free delivery expand in the influence of customers purchase intention.*

*After conducting research, researchers learned that broadcasts advertising were instrumental in the marketing of a product, in this study, Shopee. In addition gimmick marketing in the form of free shipping that used Shopee have a big influence is an purchase intention potential customers.*

*The independent variable in this study is broadcast and free delivery expand as gimmick marketing, while for the dependent variable in this study is purchase intention. The research methode used in this study is descriptive research using a quantitative approach.*

*Keywords: Broadcast Advertising, Free Delivery Expand, Gimmick Marketing, Purchase Intention*