

## ABSTRACT

*The growth of internet users in Indonesia has been increasing every year. People have been switching from shopping at the shopping center to online shopping (e-commerce). The development of e-commerce in Indonesia is believed to be increased. The number of users has reached 147.1 million users until the beginning of the quarter of 2019. To compete in the increasingly fierce competition, several marketing strategies are carried out by e-commerce companies (especially marketplace businesses) to attract consumers to use their services. One of them is through a fairly new digital advertisement format, namely Online Native Advertising. It is designed to blend with the page content and display promotional contents according to the layout of the media placement. With average application visitor of 168 million visitors per month, Tokopedia is one of the biggest Indonesian marketplace businesses that implements it.*

*However, there is a perception that the majority of online advertisements delivered on the internet tend to be annoying or spam. Indonesia occupies the fourth position that downloads online ad blocking applications with a total of 35 million adblock software which reinforces the fact that people have a bad attitude towards digital advertisements offered on the internet. This study aims to analyze the attitude of Tokopedia consumers in the city of Bandung to the new digital advertising format, namely Online Native Advertising Tokopedia which is expected to give a better impression than its former.*

*The population in this study is domiciled in Bandung city who use Tokopedia applications and services. The sample used in this study was 450 respondents using the Tokopedia application. This study has 7 independent variables (Entertainment, Information, Irritation, Personalization, Activity, Timing, Location), 2 intervening variables (Online Native Advertisement Value, Context Awareness Value), and 1 dependent variable (Online Native Advertising Attitude). The method of data collection is done through the distribution of questionnaires by online such as GoogleDocs delivered to various social media to 450 respondents Tokopedia users who are domiciled in Bandung city. From the questionnaire distributed, data processing was carried out using Smart PLS 3.0.*

*The result of the study adapted from the previous research by Bang Lee et al. (2017) has shown that there are four factors that significantly influence the Online Native Advertisement Value, namely Entertainment, Information, Irritation (negative), and Personalization. There are three factors that significantly influence the Context Awareness Value, namely Personalization, Timing, and Location. Online Native Advertisement Value and Context Awareness Value have a significant effect toward Online Native Advertising Attitude. The model in this study is proven to be able to predict Online Native Advertisement Value, Context Awareness Value, and Online Native Advertising Attitude of consumers to Online Native advertisements delivered by Tokopedia because it shows good  $R^2$  values of 48%, 44.2%, and 56%.*

*This research has found that the most influential factor in the research model that influences the value of advertisements on Tokopedia consumer attitudes is Location. This can be a reference that Tokopedia Online Native Advertising can provide information or offer products offered based on the location of consumers with merchants who sell products in Tokopedia with the closest distance between locations.*

**Keywords:** *Internet users, E-commerce, Online Marketplace, Digital Marketing, Advertising Attitude*