

ABSTRACT

Effect of advertising messages on Pantene Indonesia Youtube account Version #AkuPilihMaafIbu 2019 discusses how the community must determine the choice of who is the leader of the country for the next 5 years. Audiences exposed by advertising messages and responding to cognition in themselves will be able to influence the process of changing attitudes. This study used a quantitative method with a total sample of 400 people taken from the total population of ad viewers as of December 2019. The results of the study indicated that the influence exerted by the Pantene Indonesia Advertising Message on Youtube #AkuPilihMaafIbu:Apakah pilihan kamu benar tahun ini? (Ramadhan 2019) on Audience Cognitive Responses is 42.8% while the remaining 57.2% Audience Cognitive Responses can be explained by other variables which are not examined in this research.

Keywords: Pantene Ad #AkuPilihMaafIbu, Audiences Cognitive Responses