

ABSTRACT

Advertising is a promotional tool used by companies to advertise their products. This is also done by the company Eiger Advanture using advertisements on the internet, especially on YouTube, to advertise its products in the form of web series. This study discusses the influence of the Eiger web series "Jejak Rasa" on the response of the audience. This study aims to determine the audience response based on the Hierarchy Effect Model which consists of Cognitive, Affective and Behavioral. This study uses an independent variable namely web series ads with video and audio dimensions. This research uses quantitative methods, with descriptive data analysis techniques, normality test, simple linear regression test, coefficient of determination and hypothesis testing. 400 respondents that were used mainly came from the Eiger Avanture Youtube subscribers. Hypothesis testing uses t-test which then results that the "Eiger: Jejak Rasa" web series advertisement has an influence on audience response. This is evidenced by $t_{\text{arithmetik}} (22,571) > t_{\text{table}} (1,966)$. Then based on the coefficient of determination, the results show that the Eiger web series: "Jejak Rasa" have an effect of 56.1% on audience response. While the remaining 43.9% is influenced by other factors outside this study that were not examined.

keyword: advertising, web series, audience respond