

## ABSTRACT

*Advertising media in Indonesia already have a very broad reach and supportive entertainment elements in the process of forming awareness from the audience itself. The condition of television advertising in Indonesia has increasingly developed. Advertising must be able to influence buyer selection and decisions. Buy interest is one part of the behavioral component in the attitude to consume a product. In the modern era as now the communication media has turned to social media to market or advertise a product one of its Youtube platforms.*

*This research was conducted to determine the effect of "Bloopers Head & Shoulders" Youtube ads on product buying interest. The researcher aims to analyze how Head & Shoulders advertises on Youtube, how consumers buy interest in Head & Shoulders products. The method that researchers use is quantitative and researchers use descriptive research. Data analysis techniques that researchers use by using descriptive analysis, correlation and simple linear regression. The study was conducted by distributing questionnaires to 100 respondents. The sampling technique in this study that researchers used was Non-Probability Sampling and data were processed using SPSS software version 24 for Windows and IBM SPSS statistics. Based on the results of the hypothesis (T test), this study states that the variable influence of advertising has a significant and positive effect on product purchase interest, this is evidenced by  $t_{count} (6,607) > t_{table} (1,984)$ . Based on the coefficient of determination it is found that the effect of advertising has an effect of 55.5% on product purchase interest while the remaining 44.5% is influenced by other variables not examined.*

**Keyword :** Advertising, Purchase Interest, Head & Shoulders