

ABSTRACT

This study discusses the effect of JBL web series “Yakin Nikah” advertisement to respond audience which aired on JBL Indonesia YouTube channel to introduce JBL products. This study aims to know how much influence the web series JBL “Yakin Nikah” advertisement which consists of video and audio to the public responses on cognitive, affective and behavioral. The method of this study was quantitative with descriptive design used normality test, correlation analysis, determination coefficient, simple linear regression, and hypothesis test. In deciding sample, the researcher used non-probability sampling technique with purposive sampling type of sampling and took 400 people as the respondents. The result of the hypothesis test used T-test is the JBL web series “Yakin Nikah” influenced the public responses which was evidenced by the value of t-value (16.184) > t-table (1.966). It can be concluded by the determination coefficient that JBL web series “Yakin Nikah” advertisement influenced respond audience in 39.69%.

Keywords: Advertisement, Web Series, JBL, Respond Audience