

ABSTRACT

Grab Indonesia creates advertisement with title "Choose Safe" on YouTube platform with the aim of attracting consumers' attention. However, the advertisement generated controversy as well as criticism by Etika Pariwisata Indonesia (EPI). In this study, researcher used descriptive quantitative research methods. The population in this study are viewers of the "Select Safe Grab" advertisement with an age range of 18-34 years. Researchers use non-probability sampling techniques and take 100 respondents as a sample. Based on the results of the research the magnitude of the influence of YouTube Ads "Choose Safe Grab" to the Grab Indonesia Brand Image is 54.90% from determination coefficient. This shows that the Effect of YouTube Ads "Choose Safe Grab" (X) has a significant effect on the Grab Indonesia Brand Image (Y) by 54.90% while the rest 45.1% is influenced by other factors.

Keywords: Ads, YouTube, Brand Image