

ABSTRACT

Seeing the large number of social media users and having a wider and unlimited reach is the main reason for companies to advertise through social media, including public service announcements conducted by Gojek companies. In 2019, Gojek uploaded an ad on Youtube with the title 'Election Procedure, Going Jo & Jek!'.

The advertisement is a part of the Public Service Advertisement which aims to provide information and knowledge to the public regarding the latest election procedures, so that the public can understand and understand how to do the election procedures properly and correctly.

Ad effectiveness is measured using the Direct Rating Method (DRM) measurement method, starting from Attention, Read Throughness, Cognitive, Affection, and Behavior. Data collection was carried out by distributing questionnaires to the people of the city of Bandung who had seen Gojek version of the Election Procedure Advertisements, with Jo & Jek! on Youtube. With the number of samples taken as many as 100 respondents.

The Direct Rating Method score for this ad is 81.95, meaning that the Gojek version advertisement for the Election Procedure, Together with Jo & Jek! on Youtube is a great ad category.

Keywords: Advertising, Social media, Youtube, Direct Rating Method