

ABSTRACT

Promotion through advertising is a common practice for companies to provide information about the company. This promotion aims to persuade and influence someone to do something that is intended in the advertisement that is delivered. Realme has a strategy to target the millennial generation market in Indonesia, the millennial generation market is the largest population of internet users in Indonesia. Realme uses promotions through pop-up ads on YouTube that last 15 seconds, in which Realme introduces their new products, namely Realme 7 and Realme 7i. In this study, the researchers used the Realme brand as the object of the study and wanted to find out whether there was an influence between attitudes towards online advertising, which contained four sub-variables, namely informativeness, entertainment, credibility, and irritation towards brand awareness which had three sub variables, namely recall, recognition, top of mind. This study used a quantitative method using a sample of 109 people as respondents. This study uses a classical test which includes a simple linear regression test and hypothesis testing. The results of this study indicate that there is an influence between attitudes towards online advertising and brand awareness, the effect of which is 29.26% based on the calculation of the coefficient analysis. Variable X, namely the attitude towards online advertising, has an average score of 3.78 and variable Y, namely brand awareness, has an average score of 3.69. Keywords: Quantitative Research,

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