

## ABSTRACT

*Youtube is a service for viewing various videos for free which are uploaded by everyone. One of the features that YouTube has is trueviews in-streams ads. true views in-stream ads is a feature that YouTube has for business people to display video ads before, after, and between videos that can be skipped after 5 seconds. True views in-streams ad videos have 4 components, namely entertainment, credibility, informative, and irritation which can influence ad viewers through advertisements or not. The purpose of this study was to determine the effect of entertainment, credibility, informative, and irritation on consumer attitudes, in addition to knowing whether there are differences in ratings between men and women in evaluating entertainment, credibility, informative, and irritation in true views in-stream YouTube and finally to find out whether there are differences in the attitude of watching trueviews in-streams ads between women and men. The conclusion in this study is that entertainment, credibility, informative, and irritation have an influence on consumer attitudes on true views in-stream ads. There are differences in assessment and attitude between women and men on the variables credibility, informative, and irritation. But for entertainment there is no difference between men and women. The attitude of watching true views in-stream ads is a difference between women and men*

**Keywords:** entertainment, credibility, informative, irritation, trueviews in-stream ads, consumer attitudes