

ABSTRACT

By.U is one of the digital provider brands in Indonesia and the first in Indonesia which was just inaugurated in 2019 by Telkomsel. The purpose of this study was to determine the effect of By.U's advertisement entitled "Iya Juga Ya" on Youtube social media to Brand Awareness. This type of research is quantitative with descriptive and causal methods. Researchers used non-probability techniques to obtain a sample size of 100 respondents. The population in this study were viewers of "Iya Juga Ya" ads on YouTube social media with 16 million viewers of population total. The results showed that there was a positive influence from Youtube ads "Iya Juga Ya" to the brand awareness of By.U's products by 36.9% and the remaining 63.1% was influenced by other factors. So it can be concluded that the "Iya Juga Ya" advertisement on Youtube social media can affect the brand awareness of By.U's products.

Keywords: Advertising, Brand Awareness, Youtube