

## **ABSTRACT**

*Advertising is a marketing communication strategy that can be used by companies to promote their products and service. This also done by PT XL Axiata Tbk to create advertisements on internet media in the form of web series published via Youtube. This study aims to determine how much the effectiveness of the #DibalikKubikal web series on PT XL Axiata Tbk's customer engagement. Thus study used independent variabels, namely web series with dimensions of multimedia, pictures, and content, and the dependent variable namely customer engagement. This study use quantitative methods with descriptive data analysis techniques, normality test, correlation test, determination test, coefficient test, regression test and hypothesis test. The sampling technique of this research is probability sampling, namely sample random sampling with a total of 100 respondents. Analysis of respondents obtained 91,92% result on the web series variable (X) and 90,12% on the customer engagement variable (Y). This research hypothesis test shows that the web series gives effectiveness to customer engagement with  $t$  count 3,559 >  $t$  table 1,984, and the results of the coefficient of determination show that there is web series of 28,9% on customer engagement. So it can be concluded that the web series requires other factors in providing effectiveness for customer engagement.*

**Keywords:** Advertising, Customer Engagement, Web series #DibalikKubikal,