ABSTRACT

This study was conducted to determine the effect of GoPay's ads "Pevita Ditembak, JoTa Bertindak"on youtube towards the audiences response. Which one this ad is the first advertisement from an Indonesian company that uses animation ad execution techniques with CGI technology. The purpose of this study was to determine and analyze how GoPay's ads "Pevita Ditembak, JoTa Bertindak" can make the audience to respond based on the Hierarchy Effect Model consisting of Cognitive, Affective, and Behavioral, and how big the influence is. This study uses an independent variabel, that is GoPay Ads with video and audio dimensions. This study uses a quantitative method, with descriptive data analysis techniques, normality test, simple linear regression test, hypothesis testing (t test) and coefficient of determination, with a total of 400 respondents who are GoPay users who have watched the GoPay advertisement "Pevita Ditembak, JoTa Bertindak". The results based on the descriptive analysis of GoPay Advertisement variable and overall responses, whole are in the good category. The results of the simple linear regression analysis technique GoPay advertisement have a positive effect on audience responses, Hypothesis testing using t-test which is GoPay advertisement "Pevita Ditembak, JoTa Bertindak" has an influence on audience responses. This is proven by the the value of tcount (20,815) > ttable (1,962). Then, based on the coefficient of determination, the results obtained that the GoPay advertisement "Pevita Ditembak, JoTa Bertindak" has an influence of 52.1% on audience responses. while the remaining 47.9% is influenced by other factors such as the jingle/music factor in advertisements which were not examined in this study.

Keywords: *GoPay's Advertisement, Audience Responses*