

ABSTRACT

The increasingly rapid development of the digital world affects the marketing strategies that are carried out to change, ranging from conventional marketing concepts to marketing concepts through digital media. Various ways of presenting advertisements creatively are made by marketers, one of which is web series advertising, which is an innovation as a product marketing strategy. As a beauty brand of PT Paragon Technology and Innovation, Emina launched a web series that aired on YouTube with the title "Beauty Bestie" as a marketing strategy for its products. This strategy was carried out by Emina to stay afloat and exist in the cosmetic and personal care market. However, to the best of the author's knowledge, no research has been conducted to determine the effect of Emina's web series on Emina's consumer purchase intention. This certainly needs to be done, so that it can provide input for companies in terms of increasing purchase intention, and whether this web series-type advertising strategy needs to be continued or not. This research was conducted by distributing questionnaires to 385 respondents through Google Forms, with the population being someone who had seen the web series entitled "Emina Beauty Bestie" on YouTube. This study uses quantitative methods using descriptive data analysis techniques, and multiple linear regression analysis.

The results of this study indicate that consumer perceptions of advertising web series and purchase intention are in the very good category. Based on the results of the coefficient of determination, it shows that the advertising web series has an effect of 29.3% on purchase intention, and the results of multiple regression analysis show that the dimensions of the advertising script are the most influential factors. Based on the research results, Emina is expected to be able to use language that can persuade (influence) consumer interest in making web series, such as making advertisement scripts using language that includes solutions to problems faced by consumers. For further researchers, it is recommended to develop research by examining other variables outside this study such as price, promotion, and product quality variables which are indicated to also influence purchase intention.

Keywords: *marketing, advertising, web series, YouTube, purchase intention*