

ABSTRACT

Bukalapak is one of the popular online marketplace in Indonesia, that facilities trades from one consumer to the others. One of the creative strategy that Bukalapak does in promoting its brand and prducts is its jingle, “Bukalapak Emang Cincai”. The usage of this jingle in conveying the advertising message can appear the positive sight from this brand. This research aims for finding the impact and how far is the impact of Bukalapak advertising jingle, “Bukalapak Emang Cincai” version on Youtube to the affective responses of the public in Bandung. This research is using descriptive-quantitative methode within descriptive analysis and simple-linear-regression analysis. In this research, the primer data is taken by distributing questionnaire to 100 responsibilities who know Bukalapak advertising jingle, “Bukalapak Emang Cincai”. The result of this research is got from the calculation of determination coefficient for about 38.2%, even though the rest is influenced by the inaccurate variable in this research. So, it can be concluded that there isthe impact of Bukalapak advertising jingle, “Bukalapak Emang Cincai” version on Youtube to the affective responses of the public in Bandung.

Keywords: Advertising, Jingle, Youtube, Affective Response