

ABSTRACT

This study was conducted to determine the effect of advertising on the audience's affective response in the advertisement for the Astra Honda Motor Versi Berjuang Untuk yang Tersayang, #JalaninBareng Honda. The method in this research is quantitative with descriptive type. Sampling was done by purposive sampling, with the number of respondents as many as 400 respondents with the condition that respondents were 17-24 years old, Youtube social media users, and had watched AHM Video Advertising, questionnaires were distributed using Google Form and distributed through the author's social media. The data analysis technique used is descriptive analysis with simple linear regression test, hypothesis testing, and coefficient of determination. The results of hypothesis testing indicate that there is an effect of video advertising on the audience's affective response, the results of the count of 1.960 and t-count of 30,485 it can be concluded that H_a is accepted so that there is an effect of Advertising (x) on Audience Response (y). The results of the correlation analysis obtained 0.837 which concluded that there is a perfect or very strong correlation between Advertising and Audience Affective Response. other factors not studied. This number is included in the medium category.

Keywords: Video Advertising, Astra Honda Motor, Affective Response, Advertising