

ABSTRACT

Advertising is one form of persuasive communication that is very effective to win the hearts of consumers on a large scale and widely spread. In addition to advertising that can be used to build a company in the long term, advertising can also be used to trigger sales quickly. This is utilized by Gopay Indonesia, in collaboration with Netflix, using the YouTube Advertising media #GopaydiNetflix in order to increase buying interest for the use of Gopay payments on Netflix. This study aims to determine how much influence #GopaydiNetflix Advertising has on Buying Interests using Gopay on Netflix. The method used in this research is descriptive quantitative, the sample used is Netflix users who have watched #GopaydiNetflix Ads. This study uses the S-O-R theory: Stimulus (message), Organism (communicant), Response (effect). In this study, the results showed that there was a significant effect between #GopaydiNetflix Advertising on Buying Interest, it was found that $t_{count} (9.412) > t_{table} (1.966)$, then H_0 was rejected and H_1 was accepted. Based on the coefficient of determination, buying interest using Gopay on Netflix by Netflix users who have watched the #GopaydiNetflix advert results in 42.8% of the #GopaydiNetflix ad variable and is influenced by other factors not included in this study.

Keyword: Advertising, Purchase Interest, Marketing Communication