

## **ABSTRACT**

*One way to attract consumers is to do advertising promotions, as is done by Gojek Indonesia, which is an Indonesian e-commerce company by providing phenomenal advertisements, such as advertisements in one of Gojek's products, namely Gosend advertisements, played by Indonesian musicians, Ariel Noah. The purpose of this research is to see the effect given by the advertisement entitled "So #BestSellerGosend with Ariel Noah" on the audience's response, from cognitive, affective and behavioral aspects in the Hierarchy of Effect theory, which was developed by Belch & Belch in 2009. This study using quantitative methods, with the type of research in the form of descriptive and causality. In determining the sample, using a non-probability sampling technique which recorded as many as 400 respondents, with data collection techniques in the form of distributing questionnaires in the form of google form. The analysis technique used is descriptive analysis, simple linear regression test, correlation analysis, coefficient of determination and also hypothesis testing. In the results obtained, that the advertisement "So #BestSellerGosend with Ariel Noah" has a significant influence on audience response, this is evidenced by the value of t count (6,397) > t table (1,966). Then based on the results of the coefficient of determination, it was recorded that 51.9% of "So #BestSellerGosend Bareng Ariel Noah" advertisements affected the audience's response, and the remaining 48.1% was influenced by other factors not examined in this study.*

**Keywords : Advertisement, Audience Response, Gosend.**