ABSTRACT

Webseries ads can be regarded as a powerful weapon for companies to show their creation. This kind of approach makes webseries an effective advertising media in increasing the emotional value between the brand and its target market, and also taking the attention of consumers as the target market of a brand in order to build an image. An interesting advertising can build the brand image of a product. This research entitled as The Influence of the 'Hadiah di561 Km' webSeries Ads on Oppo's Brand Image was done with the aim of knowing how much influence the 'Hadiah di 561 Km' webseries advertisement has on Oppo's brand image, where in this study, webseries advertising is an independent variable and brand image is the dependent variable. This research uses quantitative methods with causal relationship research. The sampling technique in this study used a nonprobability sampling technique or a sample without opportunity for 385 respondents who view the webseries 'Hadiah di 561 Km' with an age range of 15 -24 years. This study has a simple regression model $Y = 1.513 + 0.506 X$. The results of the correlation analysis obtained are 0.240. This research proves that the webseries advertising variable (X) has a value of thitung (10.997) > ttable (1.962) and a significance level of 0.000 <0.05, then H0 is rejected. Therefore, it can be concluded that partially there is a significant effect of the webseries advertisement 'Hadiah di 561 Km' (X) on the brand image of Oppo (Y) by 24% while the remaining 76% is influenced by other factors not examined. For example, the brand ambassador factor.

Keywords: Advertisement, Webseries, Brand Image