

ABSTRACT

This study aims to determine whether there is an influence of the advertisement "GoSend x Ariel - GoSend Instant 1 Hour (Official Music Video) on audience response. The data collection method used in this research is a quantitative survey with data collection techniques used, namely by distributing questionnaires to 400 respondents to obtain primary data and literature studies through previous research journal literature and books to obtain secondary data. Respondents were selected using probability sampling techniques and the samples in this study were viewers of the advertisement "GoSend x Ariel - GoSend Instant 1 Hour (Official Music Video). The results showed that there was an influence between advertising on audience response. The coefficient of determination shows that advertising (X) contributes 42.3% to audience response (Y). Partial hypothesis test (t) which states that H₀ is rejected, there is a significant influence between the independent variable of advertising (X) and the dependent variable of audience response (Y).

Keywords: Advertising, Audience Response, E-Commerce