# ABSTRACT

*Business owners are currently developing various kinds of advertisements to make it easier for consumers to obtain information about the latest products, one of which is by choosing web series as an advertising medium. The content presented through Youtube social media in the form of a web series is one of the strategies for companies to attract the attention of their consumers. In delivering information or advertising the products and services offered, companies need to build an image to achieve effective communication, brand image can be defined as a perception that appears in the minds of consumers when remembering the brand of a product or service. This study aims to determine whether there is an influence and how much influence on the web series advertisement "Nurut Apa Kata Mama" on BCA Bank Brand Image. This research uses quantitative methods 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 "Nurut Apa Kata Mama" advertisement by BCA Bank. The data analysis techniques used in this research are Descriptive Data Analysis, Normality Test, Simple Linear Regression Analysis, Product Moment Correlation Test, Coefficient of Determination, Hypothesis Test. The results showed that there was an influence between advertising on brand image. The coefficient of determination shows that advertising (X) contributes 11.9%% to brand image (Y). Partial hypothesis test (t) which states that H0 is rejected, there is an influence between the independent variable advertising (X) and the dependent variable brand image (Y).*

*Keywords: Bank BCA, Brand Image, Web Series.*