

## **ABSTRACT**

**NURMALA BUNGA ROHADI, 10820590**

***The Effect of Brand Ambassador Attractiveness and Tagline on Gopay x BTS Ads on Youtube on Decisions to Use Gopay Services***

*Keywords: Influence, Attractiveness, Tagline, Usage Decision*

*(xiv + 85 + Appendix)*

*A person as a brand ambassador appointed by a company must have attractiveness and the ability to attract the attention of YouTube users to use a product, and the advertising tagline also functions as a reminder or represents the identity of a product / service that contains a concise and memorable message. This happened to the gojek company by collaborating with a boy band from South Korea for the gopay x BTS advertisement. This study aims to determine and analyze how much influence the attractiveness of brand ambassadors (X1) and taglines on Gopay X BTS advertisements on YouTube (X2) have on decisions to use gopay services (Y). The approach used in this research is to use a descriptive quantitative approach. Furthermore, the theory used is the S-O-R Theory (Stimulus, Organism, Response). The analysis methods used in this study are Validity Test, Reliability Test, Classical Assumption Test, Hypothesis Test, Correlation Test, Coefficient of Determination, and Multiple Linear Regression analysis. The results of this study indicate that there is an influence on the attractiveness of brand ambassadors and taglines in gopay x BTS advertisements on Youtube on decisions to use gopay services. But on the other hand, the company is expected to maintain or improve the attractiveness of good advertisements, brand ambassadors and good taglines in gopay youtube ads in order to continue to increase service user decisions on gopay users. It is hoped that this research can be a reference for further research by examining independent variables that have not been examined in this study, for example: Brand Image, attitude towards advertising, brand awareness.*

*Bibliography (1994 - 2018)*