

ABSTRACT

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The Influence of the Attraction of Kahf Face Wash Advertisement "Face Becomes Bright and Energetic" on Youtube Social Media on the Purchase Interest of Late Adolescent Boys in Depok City

Keywords: Advertising Attractiveness, Purchase Interest, Kahf Advertising

(xiii + 80 + Attachment)

The purpose of this study was to determine the effect of the attractiveness of the Kahf Face Wash advertisement "Wajah Jadi Cerah Dan Berenergi" on late adolescent males in Depok City. The method used in this study is the quantitative method of the positivistic paradigm by distributing questionnaires to respondents. The variables used in this study are Attractiveness and Purchase Interest. The sample used in this study were Youtube users with late adolescent ages of 18-21 years. The theory used in this study is the Uses and Effect theory. In this study, the use of Youtube social media can produce an effect on the audience or its users on purchase interest from the communication process of the Attractiveness of the advertisement. This study has the results of the attractiveness of the Kahf Wash Face advertisement "Wajah Jadi Cerah dan Berenergi" influencing the purchase interest of late adolescent males in Depok City by 37% and the rest is influenced by other variables.

Bibliography (2000 – 2024)