

ABSTRACT

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The Effect Of Humorous Advertisements And The Tagline ‘Don't Know? Kasih No!’ On Youtube Social Media On BCA Brand Awareness

Keyword : Humorous Advertisements, Tagline, Brand Awareness

(xiii + 59 + Appendices)

This study aims to determine and analyse the effect of humorous advertisements and the tagline ‘Don't Know? Kasih No!’ on YouTube social media on BCA brand awareness. The theory used is S-O-R (Stimulus-Organism-Response) as a foundation in analysing the independent variables of research on public response to brand awareness. This research uses a quantitative approach by distributing questionnaires through Google Form to 400 YouTube user respondents using purposive sampling as a sample determination. The results showed that humorous advertising with the tagline ‘Don't Know? Kasih No!’ had a significant effect partially or simultaneously on BCA brand awareness. The percentage contribution of the influence of the humour ads and tagline variables on the Brand awareness variable is 60.4% while the rest is influenced by other factors outside this study.

Bibliography (2003 – 2024)