

ABSTRACT

The growth of YouTube users certainly provides opportunities for many manufacturers and companies to market their products. One company that is taking advantage of this opportunity is Ramayana Department Store. Through sponsored content, Ramayana collaborates with content creator as well as YouTuber Arif Muhammad a.k.a. Mak Beti in the video titled “Beti Pergi ke Mall”. In the video, Arif promotes Ramayana through narrative with a fun comedy that he made up and attract tens millions of viewers on his YouTube channel.

This study aims to determine the effect of advertising value of video “Beti Pergi ke Mall” towards Brand Knowledge of Ramayana Department Store. This type of research is explanatory research that explains the causal relationship between variables through hypothesis testing.

This study used a sample of 400 respondents taken from the population of the audience “Beti Pergi ke Mall” on Arif Muhammad's YouTube channel. Purposive sampling technique is used with the characteristics of the selected sample, that is, at least 18 years old and has watched the video “Beti Pergi ke Mall. For the results of this study it can be concluded that the advertising value variable has a direct influence on the brand knowledge of Ramayana Department Store. Brand knowledge in this study includes brand awareness and brand image.

Keywords: Sponsored Content, Advertising Value, Brand Knowledge

ABSTRAKSI

Pertumbuhan pengguna YouTube tentunya memberikan peluang bagi banyak produsen dan perusahaan untuk memasarkan produk mereka. Salah satu perusahaan yang memanfaatkan peluang ini adalah Ramayana *Department Store*. Melalui *sponsored content*, Ramayana bekerjasama dengan *content creator* sekaligus YouTuber Arif Muhammad a.k.a. Mak Beti dalam video yang berjudul “Beti Pergi ke Mall”. Di video tersebut, Arif mempromosikan Ramayana melalui narasi dengan khas komedi yang dibuatnya hingga mencapai puluhan juta penonton di *channel* YouTube miliknya.

Penelitian ini bertujuan untuk mengetahui pengaruh *advertising value* video “Beti Pergi ke Mall” terhadap *Brand Knowledge Ramayana Department Store*. Jenis penelitian ini adalah *explanatory research* yang menjelaskan hubungan kausal antara variabel-variabel melalui pengujian hipotesis.

Penelitian ini menggunakan sampel sebanyak 400 responden yang diambil dari populasi penonton video “Beti Pergi ke Mall” di *channel* YouTube Arif Muhammad. Pengambilan sampel menggunakan teknik *purposive sampling* dengan karakteristik sampel yang dipilih yaitu, minimal berusia 18 tahun dan sudah menonton video “Beti Pergi ke Mall” hingga selesai. Dari hasil penelitian dapat disimpulkan bahwa variabel *advertising value* mempunyai pengaruh langsung terhadap *brand knowledge* Ramayana *Department Store*. *Brand knowledge* dalam penelitian ini meliputi *brand awareness* dan *brand image*.

Kata Kunci: *Sponsored Content, Advertising Value, Brand Knowledge*