ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *informativeness* terhadap nilai iklan, pengaruh *entertainment* terhadap nilai iklan, pengaruh *credibility* terhadap nilai iklan, pengaruh nilai iklan terhadap sikap audiens pada iklan, pengaruh sikap audiens pada iklan terhadap niat beli, dan pengaruh *flow* terhadap niat beli. Populasi yang digunakan dalam penelitian ini adalah masyarakat Indonesia yang pernah menonton tayangan *Branded Web Series* di kanal YouTube. Kriteria sampel yang dipilih dalam penelitian ini adalah generasi milenial Indonesia yang telah menonton keseluruhan episode (hingga episode terakhir) *Branded Web Series* "Janji" di kanal YouTube Tropicana Slim dan belum pernah membeli produk Tropicana Slim. Jumlah sampel pada penelitian ini sejumlah 150 responden. Teknik analisis yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan program *Analysis of Moment Structures* (AMOS) versi 22.0. Hasil penelitian menunjukkan adanya pengaruh positif antara variabel *informativeness* terhadap nilai iklan, variabel *entertainment* terhadap nilai iklan, variabel *credibility* terhadap nilai iklan, variabel nilai iklan terhadap sikap audiens pada iklan, variabel sikap audiens pada iklan terhadap niat beli, dan variabel *flow* terhadap niat beli.

Kata Kunci: *Informativeness, Entertainment, Credibility, Nilai Iklan, Sikap Audiens Terhadap Iklan, Flow, Niat Beli*

ABSTRACT

The purpose of this study was to determine the effect of informativeness on advertising value, the effect of entertainment on advertising value, the effect of credibility on advertising value, the effect of advertising value on audience attitudes on advertising, the effect of audience attitude on advertising on purchase intentions, and the influence of flow on purchase intentions. The population used in this study is Indonesian people who have watched Branded Web Series shows on YouTube channels. The sample criteria chosen in this study are Indonesian millennial generation who have watched the entire episode (up to the last episode) Branded Web Series "Promise" on Tropicana Slim's YouTube channel and have never bought a Tropicana Slim product. The number of samples in this study were 150 respondents. The analysis technique used is Structural Equation Modeling (SEM) using the Analysis of Moment Structures (AMOS) version 22.0. The results showed a positive influence between the informativeness variable on advertising value, entertainment variable on advertising value, credibility variable on advertising value, advertising value variable on audience attitude on advertising, audience attitude variable on advertising on purchase intention, and flow variable on purchase intention.

Keywords: Informativeness, Entertainment, Credibility, Advertising Value, Attitudes Towards Ads, Flow, Purchase Intention