

**PENGARUH IKLAN CIMORY #SUSUBANYAKRASA DI
YOUTUBE TERHADAP MINAT BELI KONSUMEN (STUDI
PADA VIDEO YOUTUBE *CLASH OF CHAMPIONS*
RUANGGURU)**

ANGELA MICHELLE PURNOMO

ABSTRAK

Penjualan Cimory UHT mengalami pertumbuhan yang lambat dan cenderung menurun pada periode 2020-2023 yang mengindikasikan rendahnya kesadaran merek dan minat beli konsumen. Iklan Cimory UHT yang telah ditayangkan pada tahun 2022 dinilai belum mencapai efektivitas yang diharapkan, sehingga pada tahun 2024 Cimory kembali merilis iklan baru sebagai upaya untuk meningkatkan eksposur dan menarik minat pasar. Iklan Cimory #SusuBanyakRasa ini ditayangkan melalui kanal YouTube Ruangguru dalam video *Clash of Champions* pada episode 1-6 dengan format iklan yang menyatu di dalam alur video utama. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh terpaan iklan Cimory #SusuBanyakRasa di YouTube berdasarkan teori *Advertising Exposure*. Penelitian ini menggunakan metode kuantitatif dengan dua variabel utama yaitu terpaan iklan (X) dan minat beli (Y), serta melibatkan 125 responden sebagai sampel penelitian. Berdasarkan hasil uji hipotesis, diperoleh nilai t hitung (9,661) $>$ t tabel (1,979) sehingga H_1 diterima, menandakan bahwa iklan Cimory #SusuBanyakRasa di YouTube pada tahun 2024 terbukti efektif dalam memengaruhi minat beli konsumen meskipun durasi penyimakan relatif singkat. Hasil uji koefisien determinasi menunjukkan bahwa 43,1% minat beli konsumen dipengaruhi oleh terpaan iklan Cimory #SusuBanyakRasa di YouTube.

Kata Kunci: Cimory UHT, Minat Beli Konsumen, Teori *Advertising Exposure*, Terpaan Iklan, YouTube

***THE INFLUENCE OF CIMORY #SUSUBANYAKRASA
ADVERTISEMENTS ON YOUTUBE ON CONSUMER BUYING
INTEREST (A STUDY OF THE YOUTUBE VIDEO CLASH OF
CHAMPIONS RUANGGURU)***

ANGELA MICHELLE PURNOMO

ABSTRACT

Cimory UHT sales experienced slow growth and a declining trend from 2020 to 2023, indicating low brand awareness and weak consumer purchase intention. The advertisement launched in 2022 was considered ineffective in achieving its communication objectives, which led Cimory to release a new advertisement in 2024 under the #SusuBanyakRasa campaign. This advertisement was aired through the Clash of Champions video series on RuangGuru's YouTube channel (episodes 1 to 6), where the promotional content was embedded naturally within the storyline of the main video rather than shown as a separate segment. This study aims to examine the influence of advertising exposure to the Cimory #SusuBanyakRasa campaign on YouTube based on the Advertising Exposure theory. A quantitative research method was employed, with two main variables, identified as advertising exposure (X) and purchase intention (Y), and a total of 125 respondents served as the research sample. Hypothesis testing results show that the t -value (9.661) is greater than the t -table (1.979), indicating that H_1 is accepted. This demonstrates that the Cimory #SusuBanyakRasa advertisement on YouTube in 2024 significantly influenced consumer purchase intention, even though the viewing duration was relatively short. Furthermore, the coefficient of determination test shows that 43.1% of the variation in purchase intention can be explained by advertising exposure, suggesting a substantial impact of the campaign on consumer behavior.

Keywords: *Advertising Exposure, Advertising Exposure Theory, Cimory UHT, Consumer Purchase Intention, YouTube*