

**ANALYZING OF YOUTUBE'S ADVERTISING ON CONSUMER BUYING INTEREST
(STUDY CASE: STUDENTS OF SAM RATULANGI UNIVERSITY)**

*ANALISA IKLAN YOUTUBE TERHADAP MINAT BELI PELANGGAN
(STUDI KASUS: MAHASISWA UNIVERSITAS SAM RATULANGI)*

By

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Abstract: Youtube is a way of advertising video content on Youtube or in search results so people can maximize the user reach. Youtube advertising is a way to reach people attention in order to gain benefit, there are several types of advertising that provide by youtube. Also Buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product to be purchased on the basis of brand and interest. The aim of this study is To know the effectiveness of youtube's advertising on consumer buying interest. To achieve these objectives the researcher got information from 30 informants using qualitative study which is in-depth interview and uses purposive sampling. The results showed The advertising on youtube gets much attention for everyone especially the students of Sam Ratulangi University, the advertising its effective for the youtube user or the college students because all the informants 1 to 30 gave a positive respond and opinion about the youtube and youtube advertising, the advertising may increase the buying interest, some of the informants ended up buying products by seeing the advertising appear on youtube.

Keywords: Youtube Advertisings, Consumer Buying Interest

Abstrak: Youtube adalah salah satu platform untuk mengiklankan konten video di YouTube atau sebagai hasil pencarian agar orang bisa memaksimalkan jangkauan ke pengguna. Iklan Youtube merupakan salah satu cara untuk menarik perhatian masyarakat agar mendapatkan keuntungan, ada beberapa jenis iklan yang disediakan oleh youtube. Minat beli juga muncul setelah proses evaluasi alternatif dan dalam proses evaluasi, seseorang akan membuat serangkaian pilihan mengenai produk yang akan dibeli atas dasar merek dan minat. Tujuan dari penelitian ini adalah untuk mengetahui efektivitas iklan youtube terhadap minat beli konsumen. Untuk mencapai tujuan tersebut peneliti mendapatkan informasi dari 30 informan dengan menggunakan studi kualitatif yaitu wawancara mendalam dan menggunakan purposive sampling. Hasil penelitian menunjukkan Iklan di youtube mendapat banyak perhatian bagi semua orang terutama mahasiswa Universitas Sam Ratulangi, iklan tersebut efektif untuk pengguna youtube atau mahasiswa karena semua informan 1 sampai 30 memberikan respon dan pendapat yang positif tentang youtube dan iklan youtube. Iklan tersebut dapat meningkatkan minat beli, beberapa informan akhirnya membeli produk dengan melihat iklan tersebut muncul di youtube.

Kata kunci: Iklan Youtube, Minat Beli Pelanggan

INTRODUCTION**Research Background**

Lately, the internet is a medium of information and communication which gives a significant influence on various aspects of human life. The internet in modern times is an important need. This is because the internet is capable of crossing a considerable distance and can be accessed at any time. The advantages of this internet become a convenience for humans to be able to communicate with friends and family who are in a great distance. With the existence of social networks and social applications on the internet, it is enough to influence people to access the internet every day. Lately, CNN (Cable News Network) Indonesia released data on the demographics of internet users in Indonesia for the first semester period of 2017, this data was obtained based on the results of a survey conducted by the Association of Indonesian Internet Service Providers with University of Indonesia (UI). According to the survey results, the number of internet users in Indonesia has increased by 34.9 percent of the total population of Indonesia. If in the previous year there were around 71.9 million internet users in Indonesia, then in the first semester of 2017 this number reached around 88.1 million users.

There are many things found in the use of the internet, including to get information, as a means of education, to seek entertainment, as a means of advertising, to access social networks and so on. YouTube.com (according to the slogan, namely: "Broadcast Yourself"). This site is the third popular at the moment. In 2007 Youtube reached the peak of its success in business competition on the internet after they had thousands and even millions of active and inactive members throughout the world. Right now in 2019, Youtube users reached, At a marketing event in May 2019, Youtube CEO Susan Wojcicki revealed that Youtube currently counts 2 billion monthly active users – which would represent a 5% increase on the 1.9 billion logged-in users reported in July 2018. Going further back, this compares to 1.5 billion Youtube users in June 2017. Youtube is a video site that provides various information in the form of 'moving images' and can be relied upon. This site is indeed provided for those who want to search for video information and watch it directly. Youtube as one of the new forms of mass media in the development of increasingly sophisticated technology has a variety of viewers who every day fulfill the need to obtain information from this site. After its establishment, Youtube received its first capital injection from investors, Sequoia Capital for \$ 11.5 million. With a large additional capital, Youtube developed rapidly. In 2019, The total number of people who use Youtube – 1,300,000,000, 300 hours of video are uploaded to Youtube every minute, almost 5 billion videos are watched on Youtube every single day, Youtube gets over 30 million visitors per day. Based on table above it can be seen that in January 2019, Youtube is the most active social media platform, the most platform that also have a higher users in Indonesia followed with others media social platform. With very rapid development, Youtube successfully attracted Google.inc. and now Google.inc successfully recognizes the Youtube side with a transaction value of \$ 1, 65 billion. Currently, according to internet data market provider "ComScore", YouTube is the largest online video provider in the US with a 43% market share and more than 6 billion videos seen and currently The total number of hours of video watched on YouTube each month – 3.25 billion. The average number of mobile YouTube video views per day is 1,000,000,000,. YouTube has launched local versions in more than 88 countries. The high number of viewers and videos on YouTube is only natural if YouTube becomes a part of internet culture. The freedom for everyone to enjoy their personal computer without government intervention is able to present the news from a more varied perspective. But in this modern age, there are so many entrepreneurs or business people who are always looking for ways or taking advantage of things that are well-known to advertise their products. This is what happened on YouTube. Lately, there have been a lot of advertisements in almost every video on YouTube. When a YouTube user accesses a video, what first appears is an ad video of a product. With the presence of advertisements in videos on YouTube, of course raises a variety of assessments of each user. Do users skip the ad, or pay attention to the ad and whether or not the ad is effective. and does the advertising itself can affect people buying interest. The consumer's buying interest is a mental statement of consumers that reflects plan for purchasing a product with certain brands of knowledge about consumer buying intention for the product needs to be known by marketers for describe consumer behavior in the future and can be affected by many factors.

For this reason, researchers are interested in researching advertisements on Youtube or to reveal the effectiveness of youtube's advertising on consumer interest, cause youtube provide a lot types of advertising, start from food, drink, electronic, apps and another brand of product that doing an advertising through youtube, and with the number of high user, viewers and the high enthusiasm of youtube, In this study, the researcher wants to know about the effectiveness of youtube advertising among the student college in manado the respondents were Students of Sam Ratulangi University. This is because, the student college who have studied advertising material, are ideally better able to give perceptions or judgments about the title of this research. Also as people known that

Every people in this world have different personality yet different kind of things they are interested of especially for the student college, when watching videos on youtube they have their own perception and everyones has their own standard on how something interest their buying interest especially on watching the advertising that appear while watching youtube videos.

Based on the background above the title of this research is “Analyzing of Youtube’s Advertising on Consumer Buying Interest (Case study: Students of Sam Ratulangi University).

Research Objectives

To know How is the youtube’s advertising on consumer buying interest? Does the ads effective to increase people buying interest?

THEORETICAL REVIEW

Marketing

Marketing is a way of promoting products and services in order to increase the selling. (Kotler and Amstrong , 2009:21) Marketing concept emerged in the mid 1950s. The concept shifted from product centered philosophy to the consumer centered philosophy and ‘sense-and-respond’ is consumer centered marketing can be found in almost everywhere. People and organizations in a various number of activities that bring them all together called marketing. Currently good marketing is a vital ingredient for a success of a business, and also marketing had profoundly affected our day-to-day activities.

Advertising

Advertising is a form of information carried out by someone, agency or institution, or a company whose contents persuade the public or many people to be attracted to the goods or services offered. In other words, advertisements tell many people about the goods and services sold. The word Advertisement comes from the Greek word which means to lead people to ideas. Definition of complete advertising, namely all forms of activity to bring in and offer inventors or ideas, goods or services that are not personal paid by a particular sponsor. In general, tangible advertising is the presentation of nonpersonal information about a product, brand, company, or store that is run with compensation for certain costs. Usually advertisements are installed in various media to be seen by many people, both offline and online media.

Social Media

Social media marketing involves the use of internet social media tools, such as: Youtube, Facebook, Twitter, and Instagram in order to reach consumers innovatively. Social networking helps promoting the company and its activities. Active social networks try to attract more new customers or visitors. People are always much more interested in following corporate social networking, than just visiting their websites. In social networks people can directly, very simply and informally interact with business, and create a much stronger two-way communication, which then enhances mutual trust and strengthens brand image, and finally, after a large and long work can be seen increasing corporate visibility. In order to achieve this, business social networks have to be particularly active, as much as their users, or even more active.

Youtube Advertising

Youtube advertising, done through Google Ads, is a way of advertising video content on YouTube or in search results so people can maximize the user reach. Youtube advertising is a way to reach people attention in order to gain benefit, there are several types of advertising that provide by youtube. Youtube is one of the largest video service providers today, Youtube is a website that facilitates users to share videos that they have or are limited to enjoying various video clips uploaded by various parties.

Consumer Buying Interest

Buying interest arises after an alternative evaluation process and in the evaluation process, a person will make a series of choices regarding the product to be purchased on the basis of brand and interest. It involves 5 stages which are need recognition - consumer buying interest starts with need recognition, information research- in consumer buyig decision process information search comes at second number. In this stage consumer searches the information about the product either from familiy, friends, advertisement, or by examining or using the

product. Evaluation of Alternatives, Purchase decision and post purchase behaviour. The stage of consumer buying on get interest is to evaluate customer buying decision process. A buying process to get interest also is the series of the steps that a consumer will take to make a purchasing decision.

Previous Research

Viertola (2018).The title is YouTube marketing influence the consumer behaviour of a young target group. The result shows it can be stated that Youtubers do have an influence on the consumer behaviour of the young target audience to some extent. The results can also be related to brands to give advice and recommendations to companies on how to reach a young audience via Youtube and influencer marketing. According to the research results, the young consumers appreciate quality, authenticity and transparency in the influencer marketing by Youtubers. These are the qualities which they look forward seeing when they watch videos from Youtubers and it does not change when it comes to the sponsored videos. It can be stated that Youtube is a good and effective channel to reach young target audiences since the channel is very popular among the youth.

Verhellen (2013).The title is Consumer responses to brand placed in youtube movie: The effect of prominene and endorser expertise. The results indicate a strong positive effect of brand placement prominence on brand recognition of both the manipulated brand and a subtly placed complementary brand (a brand that is explicitly used together with the manipulated brand). A prominent endorsement by a celebrity expert enhances the purchase intention of the focal brand compared to a subtle endorsement. This effect is stronger for viewers who strongly liked the video than for viewers who liked the video less. Although our study is limited to only one platform and content type, our results are of importance to practitioners who are interested in integrating their brands in online content. The study aims to advance both the theoretical and practical knowledge of brand placement effects by studying the effects of different placement characteristics and brands in a user-generated content setting.

Krishnan (2017).The title is Understanding the Effectiveness of Video Youtbs Ads: A Measurement Study. It shows that an ad is 18.1% more likely to complete placed as a mid-roll than as a preroll, and 14.3% more likely to complete when placed as preroll than as a post-roll. Next, it shows that completion rate of an ad decreases with increasing ad length.. An ad placed in long-form videos such as movies and TV episodes is more likely to complete than the same ad placed in short-form video such as news clips. Our analysis also shows that repeat visitors to a video provider's site complete watching ads at a higher rate than one-time visitors to the site. And, viewers exhibit more patience when watching ads than when faced with performance problems such as a slow-loading video.

Slamet (2015). The title is The effect of Youtube pop up advertising and product quality interest in buying with brand awareness as a variable intervening. The results of this stud y are that Youtube Pop-Up Advertisements and Product Quality have a direct effect on Brand Awareness and purchaseintention, Brand Awareness has a direct effect on purchase intention, brand awareness does not mediate Youtube Pop-Up Ads on purchase intention, and Brand Awareness mediates Product Quality on purchase intention.

Conceptual Framework

The Effectiveness of Youtube's Advertising of Consumer
Buying Interest on Students of Sam Ratulangi University

Source: Data Analysis Method (2020)

From this conceptual framework, this study aims to find out the youtube's advertising on consumer buying interest? Does the ads effective to increase people buying interest?

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials,

qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

Population, Sample and Sampling Technique

Population is generalization region consist of object or subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sekaran, 2003). The target population and sample on this research are explained below, include the sampling technique and sampling size, in order to describe the respondents or informants criteria before start doing the research

A sample is as a sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. 30 respondents of Students of Sam Ratulangi University who has an experience using or watching youtube to be interviewed in Manado.

Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data and Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result.

Operational Definition of Research Variables

In this research the main variable is Youtube's Advertising, Youtube advertising is a way of advertising video content on Youtube or in search results so people can maximize the user reach. Youtube advertising is a way to reach people attention in order to gain benefit, there are several types of advertising that provide by youtube. The indicators of the research Effectiveness, Time Spent, Percentage.

Instrument Testing

In instrument of research there are some step that have to applied in order to process the data that have to be researched. The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

Data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the respondent who has an experience using or watching youtube and the sample took all 30 respondents of Students of Sam Ratulangi University.

Informant 1: Nisrina Hassan

According to informant 1, she had known youtube for quite long, since 2010, she watched youtube for around 9 years. She said that she might watched youtube app 5 times a day for almost 5 hours, depend also on her

mood and situation. Based on her experience, watching youtube was really fun, and she was really enjoyed watching all the videos from youtube, cause there are a lot of fun videos, education, references and other useful videos. She said that she had known about youtube's advertising, because there always advertising appear in video while she watched it. She said that the most advertising that she always seen was gojek, tokopedia, tiket.com, mobile legend and etc.

Informant 2: Gloria Waleleng

According to informant 2 she had known youtube, and she really loves to watching all the videos through youtube, she said that she had known youtube for almost 9 years and she might watching youtube 3 times a day and its around 4 hours completed. She said that while watching videos on youtube there are a lot of advertising that appear, and sometimes its quite bothering but sometimes its quite useful cause they showed the good information like about education through the youtube advertising, the advertising that mostly appear are an application, grab, gojek, shopee, and other useful advertising.

Informant 3: Angel Johanis

According to informant 3, she said that she was open youtube really often, she prefer to watch youtube videos than others, and she had known youtube since 2010, in a day she might spend 3 hours to watching youtube and its around 3 to 5 times a day. She said that nowadays youtubes was really famous, many people watching on youtube cause there are a lot of fun videos, especially as a college student she can found many education information and others fun video that can relaxed her mind. She said that she always saw advertising while watching on youtube, and she enjoyed with that, there are food advertising, shoes, application, drink and many good advertising.

Informant 4: Bryan Budiman

According to informant 4, he was really interest to watching youtube, he said that youtube was really, fun, interesting and also entertaining, there are a lot of information about many things, he said that he started watching on youtube since 2015, in a day he might spend 6 hours watching on youtubes, and he might open it like almost 10 times a day. According Bryan, he had known about the advertising that appear on youtube spesfically advertising that appear while watching any kind of videos, he said that there are a lot of advertising and even the advertising was disturbing but still he enjoy to watch it, the types of advertising are grab, gojek, shopee, reddoorz, games and others.

Informant 5: Mauren Hosang

According to Informant 5, she was one of person who active watching videos on youtube, she said that youtube was really fun, currently she prefer to watch video or any kind of news on youtube rather than watching on television. She said she had known youtube since 2010, in a day she might spend almost 4 hours or 3 or 4 times in a day to watch on youtube. She said that she had known about advertising that appear on videos while watching on youtube, and there are a lot of advertising like about food and beverages, shoes, bag, application, zalora, and others.

Informant 6: Ecclesia Gampamole

According to Informant 6, she said that youtube was her favorite app so far, she loves watching youtube and explore so many youtube videos. She said that she had known youtube since she was 10 years old and its around 9 years ago. In a day she might spend 3 hours for watching youtube and might open it almost 5 times a day. According to her watching youtube was so much fun, there are a lot of entertain video and education also, there are things she learned from youutbe, she said that she watched on youtube for quite long that is why she also known about the advertising that appear on videos while she was watching.

Informant 7: Kristovel Lewis

According to informant 7, she had known about youtube, because he was really interesting with the app especially about the vidoes, he also had so many favorite youtuber channel, and the reason why he always open it because just for check if the youtuber has upload their new vidoes or not. He had known youtube since 2012 till now, in a day he might spend 3 hours to watching videos and he might open the youtube apps around 5 to 6 times a day. In his opinion, there are a lot of people which is the youtuber who promote many kind of product, or anykind of

application, so basically the advertising not only appear while watching videos but also there are a lot of youtubers who promote or doing promotion through their videos.

Informant 8: Rizky Lasape

According to Informant 9, he had been watching youtube for so long till now, he started watching youtube in 2014, he watched youtube videos quite often, but he might spend a lot of time when he was in his leisure time especially on weekend or holiday. He said that watching on youtube was really help him to learn many thing that he could not learn anywhere, its good to gain skills and also knowledge.

Informant 9: Marselino Wenti

According informant 9, he said that he loves watching on youtube because it was really entertaining, he always bought a package unlimited of telkomsel to spend a lot of time for watchin his favorite youtubers. He said that he had known youtube since 2017 and active until now. He said in a day he might open and watching youtube videos around 3 or 4 times a day and he spend almost 4 hours completed to watch all interesting videos, he said that watching youtube was really entertaining and it really addicted, theres a lot of videos that affect him to watch everytime he has a free time or on holiday especially weekend.

Informant 10: Iriani Polakitan

According to informant 10, she had been known youtube for quite long in a day she will open it 3 or 4 times a day and total spend 3 hours just for watching , and she always looking for a videos from the youtubers that talked about the online shopping or any beauty product. She said that she was created her youtube channel since she was senior high school, where youtube on their popular time, and she active watching youtube channel until now, she always subscribe many yotubers and also liked her favorite videos, she said that nowadays many people tend to use throught youtube also make their own channel and she started to learn.

Informant 11: Bella Rantung

According to informant 11, she had known youtube since she was in Junior high school until now, she might spend 7-8 hours a day to open youtube and 5 to 6 times to open it. She said that youtube was quite makes addicted, theres a lot of entertaining videos, people also can learn, get knowledge, skill and other useful information, that is why she loves to spend her time watching youtube everytime she has a leasure time. She said that people can watch a movie, video, song photos, news, information through youtube, people also can create their own channel or become a youtuber by provide and making a good video.

Informant 12: Ikawati Sulemana

According to informant 12, she started watching youtube when she was in Junior high school and her teacher gave all the student a homework, and she decided to learn form youtube and she still watching youtube app till now and everytime she changed her phone or buy a new one she will definately and download youtube app. In a day she will open youtube app like for 2 or 3 times amd 2-3 hours a day. She loves watching beauty product from her favorite youtubers.

Informant 13: Febrian Valentino

According to informant 13, he had known youtube since he was in junior high school, when the first his parents gave hima new handphone, after that he downloaded youtube app and learn to about youtube apps. He said in a day he might spend 3 or 4 hours to watched all his favorited videos, there are several youtubers who have became his favorite, and he might open it 4 to 5 times a day.

Informant 14: Okto Duwit

According to Informant 14, he had known youtube app from his friend, and decided to download for himself and watching the videos, he said that he started watching videos on youtube since 2014, im a day he might spend 6 to 8 hours a day to watch some movie, new, or any other important videos. Okto has a lot of favorite types of videos. He said that when watching youtube there are so many advertising, on his youtube there are a lot of financial app that mostly appear also gojek, grab, games, he said that the advertising was good, especially for the design and content, but the things that he did not like the ads sometimes was disturbing, they stopped the videos, better to make and ads shows quickly so people might not get interrupt.

Informant 15: Maichel Tijele

According to informant 15, Youtube is one of his favorite application to watch videos, he started watching youtube since he was in senior high school. He watch quiet often, it takes 3 or 4 hours and completely open it 4 to 5 times a day. He said it depends on the movie, he usually watch live streaming. In his opinion there are many online shopping using youtube to promote their product and he said mostly like grab app, gojek, online shopping's product, daily need and etc.

Discussion

Based on the explanation above, it can be concluded that everyone has their own way spend their time, especially for watching videos on youtube, all the informant 1 to 5 has been known youtube for quite long, they all spend their time everyday to watch videos or movies on youtube, youtube has a good image among all the user, especially for the student, college student tend to use and watching on youtube quite often, because nowadays people can get a lot of information also on youtube, and some also prefer to watch videos on youtube rather than watch it through media socia, Most of the informant said that youtube is really fun and also entertaining, it such a pleasure for them to watch on youtube everyday, the average time spent is start from 1 to 8 hours a day for all the student college spend their time for watching movie or videos on youtube. With the high demand of people to watch youtube and the high number of audience for watching youtube it also can not be seperated with the advertising, based on the explanation youtube provide alot of types of advertising, and it usually appear when people open youtube and also appear when people watches movies or videos. Some of the informants said that the advertising on youtube quiet dusturbing and interrupt sometimes, they did not like when the advertsing appear too long, or the advertising appear when the videos or movies has played. But some of informant also said that, with the existence of the advertising its good because through the advertising people can get to know about the product, services, or new application that maybe might be useful for the college student, and some are enjoye with all the advertising, the most advertising that mostly appear on youtube are grab, goje, shopee, tokopedia, games advertising, online shopping, and etc, some also said that they preffer to click and open the advertising that shows all the promotion code that can be use for them. Some informant also said that they prefer the advertising that directly play from the natural videos of the youtubers. Some informant ended up to buying a product effect by seeing the advertising and also some directly click and open the new application that appear on the screen, some download all the games, but as long as the advertising interesting and unique, it can affect the informant attention to visit, to click, and also to open the advertising, whether ended up to buy it or not.

In this research the objectives is to know how is the effectiveness of youtube's advertising on consumer buying interest and does the ads effective to increase people buying interest, and based on the research from all the informants, which are from 30 informant of students of sam ratulangi university, said positive perception about youtube, and also youtube advertising because its really fun and entertaining, and as a college student watching youtube with the existence of the advertising is useful, because through the advertising they also can find a product, and apps that they did not know before, and they spend a lot of time watching youtube, the longer they spend watching videos and movies on youtube there will be so many advertising appear, and it also effective to attract people attention, and most of them said it would be better if the advertising appear in the beginning and also in the end of the movies or the videos, so they might not get interrupted and still enjoy to watch videos with the existence of the youtube's advertising.

After arrange the coding also, it can be concluded that the advertising are not only useful for the audience, but also it useful for those who using youtube as their place to promote the product or services. Also the youtube advertising can increase people buying interest, also can attract people attention to click, visit the advertising. Especially when the advertising is interesting and shows the promotion, or promo code that can be useful for the people especially for the college students, and also it can attract people attention to buy or to visit or to download an application after seeing the advertising and also the advertising of games attract the boys to buy the product of the advertising itself.

CONCLUSION AND RECOMMENDATION**Conclusion**

Based on the result and discussion from the previous chapter, it can be concluded that:

1. The advertising on youtube gets much attention for everyone especially the student of Sam Ratulangi University, the advertising its effective for the youtube user or the college student because all the informants

- 1 to 30 gave a positive respond and opinion about the youtube and youtube advertising, its fun and also interesting. Even sometimes the advertising quiet disturbing because its appear too long or appear while people watching a videos or movies but still when there are some interesting advertising it might effective to attract people attention, because all the informants spend a lot of time everyday to watching movies or videos on youtube.
2. The advertising may increase the buying interest, some of the informants ended up buying products by seeing the advertising appear on youtube, and also it increase they curiosity to visit, to open the advertising, and endep up download the new apps that they have not had before.
 3. All the informants gave a postive opinion and perception toward the youtube's advertising, most of them said even sometimes the advertising quiet disturbing, but some appears with a good content, shares information, and most the advertising that become the youtube users or the college student is the advertising that share promotion code, cashback or another positive feedback and they also recommen for youtube to create the advertising as creative,interesting, and with the clear and detail description so people might not get bored to see the advertising.
 4. Youtube's advertising can effect and increase people attention and buying interest because most of them enjoy with the existence of the youtube advertising as long as the content creator makes the advertising full with the promotion and an interesting subject.

Reccomendation

Here are some recommendations and from the result:

1. For the student of Sam Ratulangi University: it is good to keep using and watch on youtube and seeing all the good and positive information in order to increase skill and knowledge.
2. For the creator on youtube or those who use youtube: Better to keep improving the advertising so people might get bored to see it.
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with issues.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.

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