

The Difference Between Television Ads with YouTube Toward Attitude and Its Influence on Consumer Buying Interest: A Case Study of Garnier Product

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Abstract

Advertising is one effective marketing strategy. The main aims of *Garnier* product ads on television (hereinafter TV ads) and YouTube is to attract attention and affect consumer feelings. There are two ads, namely "*Garnier Light Complete Serum Cream*" ads for female consumer and "*Garnier Men Acne Fight*" ads for male consumer. Both ads use celebrity which broadcast on television and YouTube. This study uses descriptive verification method with sample of 100 respondents consisting of television viewers and YouTube users in Bandung City. Sampling using google form questionnaires. Primary data obtained from respondents' answers. This study aims to determine the influence *Garnier* TV ads and YouTube on consumer attitudes; *Garnier* TV ads and YouTube on consumer buying interest; and examine the difference between *Garnier* TV ads and YouTube on buying interest. Based on the responses of respondents stated that *Garnier* ads on Youtube are quite annoying and unattractive. Television viewers are more appreciative than YouTube users. The research results that *Garnier* TV ads better than YouTube. In conclusion, the desire of television respondents to buy *Garnier* products is bigger than YouTube users.

Keywords: Advertising, Consumer, Garnier product, YouTube, Television ads.

1. Introduction

Television is a mass media that serves as a tool of education, information, and entertainment. However, there are some weaknesses of the media, which are cursory, not perfectly acceptable, and face a heterogeneous audience. Basically, the success of a TV ads greatly affects the purchasing decision of the prospective consumer to buy the offered product. In addition, advertising itself can be an entertainment because it has a wide range of impressions. This leads to a variety of responses depending on the audience.

Television broadcast ads form consumer statements that affect consumer buying interest. The formation of attitudes toward advertising is influenced by consumers' perceptions of it. Attitudes toward this ads begins the way consumers think about an ads. Attitudes toward advertising are the way consumers feel about it. While the indication of buying interest formed from the experience of using, preference and the environment.

YouTube is one of the social media that is currently widely used by young people. YouTube is a video sharing website that enables its users to upload, watch and share videos. One notion of social media is: "...any interaction through web-based or mobile devices which creates a dialogue between two or more people is considered social media" (Nichols:8). YouTube includes in category of viral marketing media: "Viral marketing involves creating a web site, video, e-mail, mobile message, advertisement, or other marketing event that is so infectious that customers will seek it out or pass it along to their friends" (Kotler, 2014: 530).

Basically the duration of TV ads and YouTube video ads is the same because the purpose of ads serving is to convey a message. However, a user's YouTube ads may close the ads if they do not want to watch it. If not interested in watching the ads, it will usually change the channel or ignore the ads. However, because TV ads are more diverse than YouTube ads, they've made YouTube video ads more specific.

During this time many advertising that use celebrities as its appeal and aims to promote products or services through marketing communications: "These days, many businesses all over the world are committing their resources to celebrity endorsement of their brands as a form of marketing communications. The premise is that people will love what celebrities love! Invariably, one of the key factors to be considered in choosing which celebrity to approach for endorsement deals is personality. Other influencing factors include credibility, trustworthiness, and attractiveness. Hence, whoever is chosen should be a role model for society" (Kotler et al., 2014: 441). Terence (2013: 460) defines a celebrity as a character (actor, entertainer, athlete) known to the public for his achievements in different fields. The use of celebrities as an advertising model is called a celebrity endorser. According to Terence (2013: 455) the notion of celebrity endorser is utilizing an artist, entertainer, athlete, and public figure widely known by the public.

Similarly, the approach adopted by the advertisement *Garnier* product which uses the famous artist Celsi Islan for female consumer. The title of the ads is "*Garnier Light Complete Serum Cream*". While the F1 racer, Philo Paz Armand, is used for *Garnier* male consumers with the ads title "*Garnier Men Acne Fight*". This study intends to examine the impact of celebrity endorser on *Garnier* TV ads and Youtube video ads on their attitudes

and influence on buying interest.

2. Literature Review

2.1 Advertising

Advertising is one of the most popular and widely used promotional media because of its power: “Advertising is the best known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets” (Belch and Belch, 2001: 15). They define the ads as follows: “Advertising is defined as any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor” (Belch and Belch, 2001:15). Basically that advertising characteristics are non-personal and one-way communication :”Advertising is impersonal, one-way mass communication paid for by the sponsor it can be transmitted by many different media, such as TV, radio, newspapers, magazines, books, direct mail, billboards, and transit cards on buses, taxis and at bus stops) ”(Lamb et al., 1994: 494). According to Belch and Belch:“The non personal component means advertising involves mass media (e.g. TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non personal nature of advertising means there is generally no opportunity for immediate feedback from message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will be interested and respond to it” (Belch and Belch 2001: 15). Table 1 shows the characteristics of advertising media.

Table 1. The characteristics of advertising

Mode of Communication	Indirect and Impersonal
Communicator control over situation	Low
Amount of feedback	Little
Speed of feedback	Delayed
Direction of message flow	One-way
Control over message content	Yes
Identification of sponsor	Yes
Speed in reaching large audience	Fast
Message flexibility	Same message to all audiences

Source: Principles of Marketing, Lamb et al., 1994: 496.

2.2 Television

Television is an audio visual media used as a medium of entertainment and promotion of products and services. ”Television media tell stories, evoke emotions, create fantasies, and can have powerful visual effects “ (Moriarty et al., 2011: 319). Therefore, ads which delivered by television are more effective in visualizing a product. Good messages will be designed by communication personnel by deciding what to say (message content), and how to say it (message structure and format), including television advertisements (Kotler and Armstrong, 2008: 125). The message criteria are as follows: 1) Message Contents. Marketers must determine the attraction or theme that will produce the desired response such as rational themes, emotional themes and moral themes; 2) Message Structure. Marketers must also decide how to deal with three messaging structure issues. First, whether the marketer will draw the conclusion or leave it to the viewer. Second, whether marketers will present the strongest arguments first or last. Third, whether the marketer will present a one-sided argument or two-sided argument; 3) Message Format. Marketers need a strong format for messages. If a message is broadcast on television, all elements such as words, sounds and voices along with body language should be planned.

2.3 Internet and Social Media

The invention of internet technology has changed the nature of business and the way it communicates:” The rapid growth of the internet, which is changing the very nature of how companies do business and the ways they communicate and interact with consumers. The internet revolution is well under way, and the internet audience is growing rapidly. The internet is an interactive medium that is becoming an integral part of communications strategy, and even business strategy, for many companies” (Belch and Belch, 2001: 14). According to Bennett (2012) internet technology and social media are known to have substantial impacts on the operations and success of business (Jones et al., 2015: 611). While the function of internet technology in business as stated by Armstrong and Hagel (1996) and Jung et al. (2013): “Consumers have been using internet technologies in increasing numbers and more intensively, which presents opportunities for businesses to reach and connect with more people using websites and social media sites” (Jones et al., 2015: 612). Sahay et al. (1998) and Doolin et al. (2002) classify websites and social media as follows: “Web sites and social media are considered interactive

media, because they let businesses move from simply providing one sided information to letting consumers engage and interact with the content” (Jones et al., 2015: 612). According to Blackshaw (2006) that: “Social media are normally defined as internet based applications that carry consumer generated content which involves media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers” (Jones et al., 2015: 611). Khan (2003) explain various types of social media: “Social media consist of a variety of tools and technologies that includes collaborative wikis, blogs, content communities (e.g. YouTube), social networking sites, folksonomies or tagging (e.g. delicious), virtual game worlds, virtual social worlds (e.g. Second Life), and all other internet-based platforms that facilitate the creation and exchange of user generated content (UGC)” (Khan and Vong, 2014: 629). Sahay et al. (1998) explained that there are many advantages of using social media: “Internet technologies provide many benefits to small businesses. Overall, web pages and social media sites have the potential to provide opportunities for new channels for distribution and marketing communication and/or cost reduction” (Jones et al., 2015: 614). Based on research of Leibovits (2012) that social media has a huge influence on consumer purchasing decisions (Jones et al., 2015: 614). With the order as follows: “Social media is next with 21 percent, followed by television ads with 12 percent, newspaper ads with 9 percent, and internet ads with 4 percent. Some businesses use social media sites to advertise to better targeted customer groups. Even though the biggest advertisers on social media sites are big companies such as Wall Mart, P&G, and Microsoft, advertising on these sites is cheaper and more targeted for small businesses as well.” (Jones et al., 2015: 614-616).

2.4 YouTube

One type of social media is YouTube with a large number of viewers and number of uploads: “... over six billion hours of video are watched each month on YouTube and over 100 hours of video are uploaded to YouTube every minute” (Khan and Vong, 2014: 630). You Tube can be used various activities such as business purposes: “YouTube, a video based communication medium, is one of the most successful to express feeling, communicate with friends, and advertise business messages” (Khan and Vong, 2014: 630).

YouTube is viral marketing media. Definition viral marketing: “A viral video refers to a video that can be quickly shared and become popular throughout social networks. The term ‘viral’ is a metaphoric reference to a contagious virus which spreads quickly from one host to another” (Khan and Vong, 2014: 630). Definition viral marketing by Lambs et al. (2010): “The term ‘viral marketing’ is used to describe the phenomenon by which individuals mutually share and spreads marketing messages or information, initially sent out deliberately by marketers to take advantage of WOM behaviors. Some researchers consider viral marketing as a word-of-mouth (WOM) strategy encouraging people to communicate to each other about certain products or services” (Khan and Vong, 2014: 630). The main functions of YouTube media are as follows: “YouTube is becoming an influential medium for social interaction among people” (Khan and Vong, 2014: 631).

There is a fundamental and big change caused by the invention of computer technology and internet. Internet-based media is considered quite effective in reaching the target audience. In addition, the cost is cheaper than conventional media. “ Computer and communication technologies have changed the classical ways of advertising as well as many other areas of life. With the rapid growth and increasing accessibility of the internet, a growing number of advertisers have built the internet into their media mix to take advantage of the computerized advertising environments “ (Galisis, 2003: 356). Internet technology is a new paradigm with a growing number of users from year to year. According to Internet World Stats, the total number of internet users in the world in 2014 exceeded 3 billion (Yang *et al.*, 2017: 841). The technology is also used as a marketing medium: “Online video advertisement exerts a wide ranging influence on the internet, and provides huge opportunities for business enterprises (Yang *et al.*, 2017: 841). There are five differentiating factors between TV ads and YouTube video ads. As shown in Table 2 below.

Table 2. The Differences Between TV Ads with YouTube Video Ads

No	Differentiating Factors	Television	YouTube
1	Ads type	Depending on the program of the event being watched. But sometimes more random than ads on YouTube.	• Tailored to the video you're viewing by video type and target viewer audience age.
2	Long duration of Ads	• The start of the ads will be intact but if more often played, it will usually be shorter.	• Ads serving will remain in accordance with first run time.
3	Ads redirects	• When the ads appear, it can change the other TV channels. • Ads cannot be stopped.	• Can close ads after 4 seconds of ads time running.
4	Ads appearing period	• Ads will appear on the sidelines of the program. • The column ads appear below the TV screen when the program is in progress and can not be closed.	• Ads appear before the next video. • Ads show up while watching. • The running ads appear below the on-screen video screen but can be closed.
5	Form of Ads serving	• Ads are tailored to the program of the program being watched. • In random.	• The ads is tailored to the type of video being watched and the target audience's age.

Source: Retrieved from: https://en.wikipedia.org/wiki/Advertisement_film

Basically, both of media have their respective advantages and disadvantages so that in the advertising needs to be considered also its market segment. The TV ads market segment is more heterogeneous than YouTube. Table 3 shows the comparison of the two media.

Table 3. The Comparison of Advantages and Disadvantages of Television and YouTube

Media	Excellence	Weakness
Television	Combines images, sounds and movements. stimulating senses, high attention, high reach	High absolute cost, high chaos, exposure to lightning moves, less audience selection.
YouTube	The selection of audiences is high, possibly interactive, relatively low cost.	The appearance of fewer ads variations

Source: Research by author, 2017.

2.5 Consumer Attitudes

Peter and Olson (2010: 28) defining attitude as follows: "Attitudes a person's overall evaluation of a concept". According to Yuniarti (2015:148) that consumer attitudes are always on the way to some concepts. There are two types of concepts that are widely used, namely objects and behavior. Consumers can have attitudes toward physical objects and social objects, including products, brands, models, stores, and people. Consumers can also have attitudes toward intangible objects such as concepts and ideas. In addition, consumers can have attitudes toward their own behaviors or actions, including their past actions and future behavior. According to Schiffman and Kanuk (2016:249) Three Component Attitude Model is a model developed by behavioral experts who precisely determine the composition of attitudes, with the intention that the behavior can be explained and predicted, namely: 1) Cognitive Components: Trust, belief, or perception of a consumer to an object. Usually obtained from the consumer's knowledge of the experience and information it possesses. 2) Affective Components: The emotions or feelings of a consumer towards a particular object. Usually with the feeling of likes or dislikes the consumer of the object; 3) Conative Components: The tendency of a consumer's actions or behavior towards a particular object. Usually the consumer action to buy or reject the object.

While the functions of attitude consists of: 1) Utilitarian Functions: Through the instrument likes and dislikes, positive attitude or satisfaction and reject the product that gives positive results or satisfaction. So, if someone needs a stain remover on the clothes, then he got the product under the brand C, and after the consumption it turns out the substance with brand C it can really remove the stain, then he will form a positive attitude towards the brand C; 2) Ego Defensive Function (the function of maintaining the ego): People tend to develop certain attitudes to protect their ego from psychological abrasion. Psychological abrasion can arise from a work-addicted environment. To escape from this unpleasant environment, the person makes rationalization (thereby avoiding anxiety and negative image) by developing a positive attitude toward a relaxed lifestyle; 3) Value Expensive Function: (Expressing the values adopted) the function enables the consumer to express clearly the image of himself as well as the core values he embraces. For example: BMW cars support expressing themselves as successful executives; and 4) Knowledge-organization Functions: Because of the limited capacity

of the human brain to process information, people tend to depend on the knowledge gained from experience and information from the environment.

2.6 Consumer Buying Interest

Basically knowing the needs and wants of consumers is not easy because consumers can change their thinking in the last seconds. Of course, marketers expect consumers to be positive which is willing to buy the goods offered. According to Kotler (2016: 198) that buying interest is the stage that consumers do before planning to buy a product. The stage manufacturers in determining buying interest or determine the impetus in making purchases of products or services offered as described in the AIDA model. According to this model, promotional tools should attract attention, gain and encourage interest, arouse desire, and produce action. The AIDA model of purchase decision theory consists of four stages: "The ultimate goal of any promotion is to get someone to buy a good or service in the case of nonprofit organizations, to take some action (for instance, donate blood). A model for reaching promotional goals is called teh AIDA concept. The acronym stands for Attention, Interest, Desire, and Action – the stages of consumer involment with a promotional message" (Lamb *et al.*, 1994: 492).

3. Research Framework

The general sense of marketing: "Marketing means managing markets to bring about profitable customer relationships. However, reating these relationships takes work. Sellers must search for buyers, identify their needs, design good market offerings, set prices for them, promote them, and sore and deliver them. Activities such as consumer research, product development, communication, distribution, pricing, and service are core marketing activities" (Kotler *et al.*, 2014: 30). In order to market products and services in a competitive modern market requires an effective and interrelated marketing model. This is because each medium has different characteristics and weaknesses, such as non-personal advertising medium and one-way communication. Marketing mix is rated as one of the efforts to face the above constraints. The definition of the marketing mix : "Marketing mix, one of the major concepts in modern marketing. The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. The many possibilities can be collected into four groups of variables – the four P's " (Kotler *et al.*, 2014: 76). According to Kotler (2016:198) buying interest is the stage that consumers do before planning to buy a product. Below is the marketing mix chart.

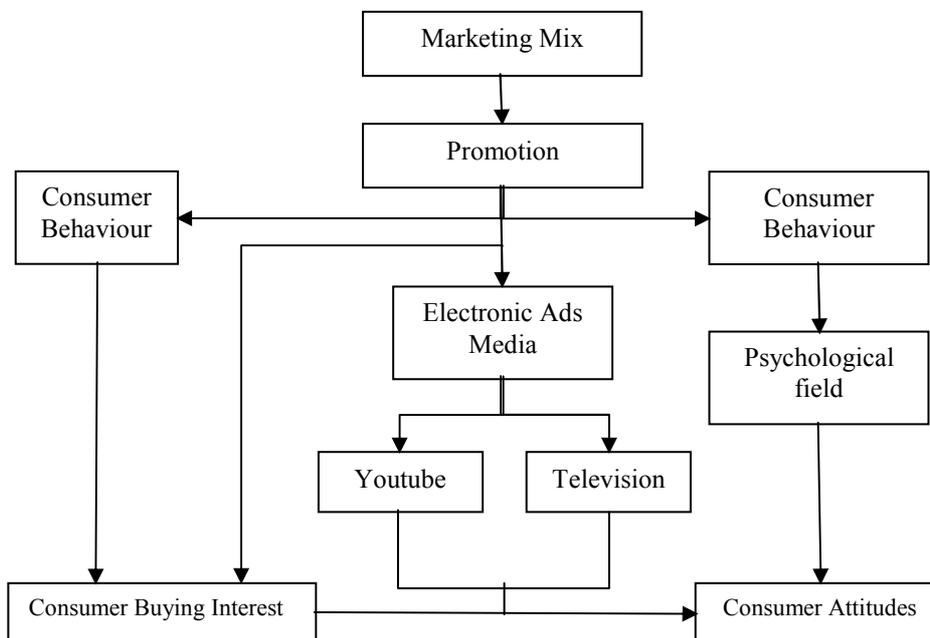


Figure 1. The flow of Marketing Mix's thinking framework to consumer interest influenced by consumer attitudes and consumer behavior in the psychological field through TV ads and YouTube video ads

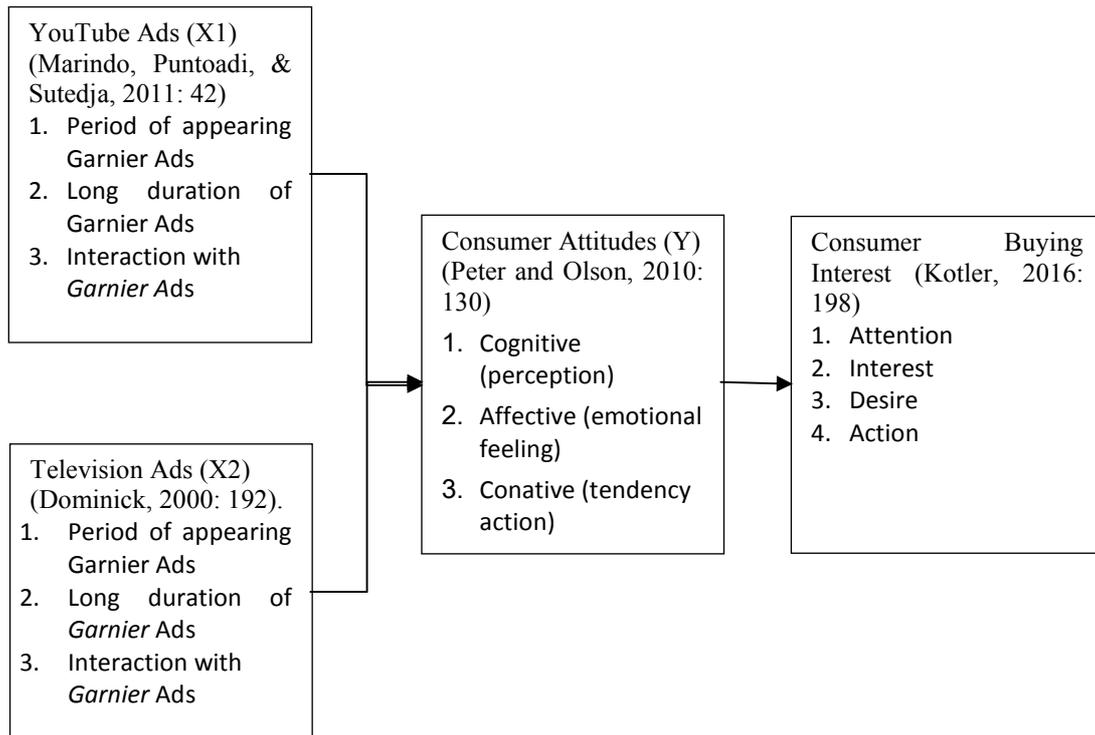


Figure 2. The research paradigm of the difference between television and YouTube media on consumer attitudes and their impact on consumer buying interest

3.1 Hypothesis

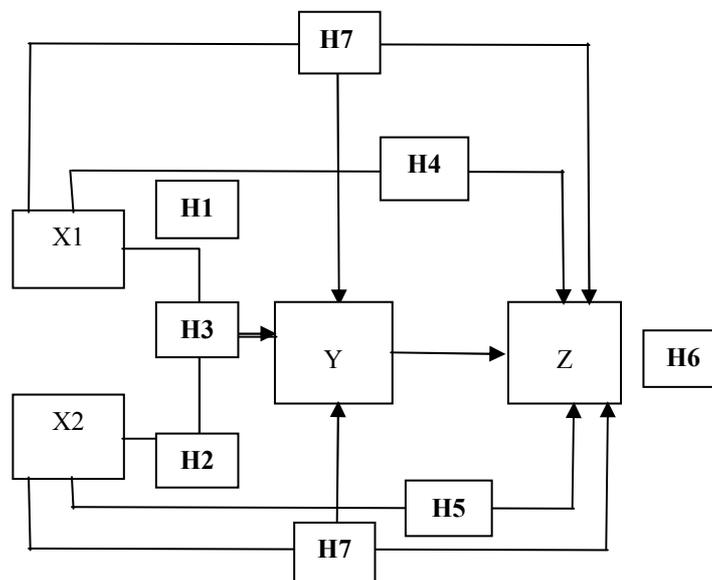


Figure 3. The framework hypothesizes the difference between TV ads and YouTube and its influence on consumer buying interest

X1 = YouTube

X2 = Television

Y = Consumer Attitudes

Z = Consumer Buying Interest

H1 = The influence of *Garnier Ads* on YouTube toward consumer attitudes

H2 = The influence of *Garnier Ads* on TV toward consumer attitudes

H3 = The influence of *Garnier Ads* on YouTube and TV toward consumer attitudes

H4 = The influence of *Garnier Ads* on YouTube toward consumer buying interest

H5 = The influence of *Garnier Ads* on TV toward consumer buying interest

H6 = The influence of *Garnier Ads* on YouTube and TV toward consumer buying interest

H7 = The influence of *Garnier Ads* on YouTube toward consumer attitudes and consumer buying interest

4. Research Methods

According to Sugiyono (2013:5) The research method is: "It is a scientific way used to obtain valid data with the purpose of being able to be discovered, developed, and proven, a certain knowledge so that in turn can be used to understand, solve, and anticipate problems". The method used in this research is descriptive verification method, that's: "A problem formulation pertaining to the question of the existence of independent variables, either only on one variable or more (independent variable is a stand-alone variable, not independent variables, because independent variables are always paired with the dependent variable)" (Sugiyono, 2013: 53).

Descriptive method is used to describe issues related to the question of the independent variable, which describes the ads on television, advertising on YouTube, consumer attitudes, and consumer buying interest. While the verification is a model analysis and verification that is useful to find the truth of the hypothesis proposed. The objective of the study was to examine consumer attitudes toward Garnier ads on television and YouTube media, and their influence on consumer buying interest. The object of his research is television viewers and YouTube users.

This study uses a quantitative approach. According to Sugiyono (2013:13): "Quantitative research method can be interpreted as research method based on the philosophy of positivism, used to examine the population or a particular sample, sampling techniques are generally done randomly, data collection using research instruments, data analysis is quantitative / statistics with the aim to test the hypothesis that has been set"

The population of this study is television viewers and YouTube users and in Bandung City as many as 100 respondents. This research use sampling method as follows:

$$n = \frac{Z^2(4(\text{Moe}))^2}{n}$$
$$n = \frac{(1,96)^2(4(10\%))^2}{n}$$
$$n = 96,04$$

n rounded to 96 (minimal sample)

Where n = number of samples

Z = Z score at a certain level of significance,

score Z = 1,96 with a level of trust 95%

Moe = Margin of error, the maximum error rate is 10%

Method of sampling through questionnaires using google form. Primary data obtained from respondents' answers and secondary data are literature, research, journals and others. According to Rangkuti (1997) the purpose of the questionnaire is to obtain relevant information to the purpose of the survey, to obtain information with the highest level of reliability and level of validity possible. Measurement of respondent perceptions using Likert Scale with values for the following scale: 1) Strongly Agree (SA): 5; 2) Agree (A): 4; 3) Neutral (N): 3; 4) Disagree (D): 2; 5) Strongly Disagree (SD): 1

According to Jayakusumah (2011) that operational research variables are the defining constraints of a set of variables used in research writing, in order to avoid the possibility of multiple meanings, as well as defining variables up to the possibility of measurement and its measurement (Hamid, 2007:32). In this study there are 4 variables, namely:

variable X1 : YouTube

variable X2 : Television

variable Y : Consumer attitudes

variable Z : Consumer buying interest.

Table 4. Operational Variable; YouTube, TV, Consumer Attitudes and Consumer Buying Interest

Variable	Dimension	Indicator	Source
1. YouTube is a social media to share (Marindo, Puntoadi, & Sutedja, 2011: 42).	1. Ads appearance (period when ads appears on YouTube)	1. Keep watching appearances <i>Garnier</i> ads on YouTube. 2. Because <i>Garnier</i> ads appears before video is played, so it's not disturbing	Consumer
	2. Long duration of ads appears (duration that is needed ads to appear)	1. <i>Garnier</i> ads will be watched during its appearance. 2. Long duration of <i>Garnier</i> ads is same like ads on TV.	
	3. Interaction with ads (ability of YouTube user to access appearing ads)	1. <i>Garnier</i> ads can be closed if you don't want to watch it. 2. <i>Garnier</i> ads can be stopped or blocked to prevent it from appearing.	
2. Television is a telecommunication media that functioning as a receiver of moving pictures with sound. (Dominick, 2000: 192).	1. Ads appearance (period when ads appears on TV)	1. Keep watching appearances <i>Garnier</i> TV ads. 2. Because <i>Garnier</i> ads appears before video is played, so it's not disturbing	
	2. Long duration of ads appears (duration that is needed ads to appear)	1. <i>Garnier</i> ads will be watched during its appearance. 2. Long duration of <i>Garnier</i> ads is same like ads on TV.	
	3. Interaction with ads (ability of TV viewer to access appearing ads)	1. <i>Garnier</i> ads can be closed if you don't want to watch it. 2. <i>Garnier</i> ads can be stopped or blocked.	
3. Consumer attitudes according to Peter and Olson (2010:130) is always refer to some concepts, There are two types of concepts namely thing and behavior.	1. Cognitive is trust, belief, or a consumer's perception toward an object.	1. Watching <i>Garnier</i> ads in YouTube is more convincing than on TV. 2. Get information when watching <i>Garnier</i> ads in YouTube.	
	2. Affective is emotion or a consumer's feeling toward a certain object.	1. More like when watching ads on YouTube than watching <i>Garnier</i> TV ads. 2. Messages delivered is suitable with the theme of <i>Garnier</i> ads. 3. <i>Garnier</i> ads on YouTube when appears can attract attention.	
	3. Conative is a tendency of action or a consumer's behavior toward a certain object.	1. Following the behavior of the celebrity endorser to use the <i>Garnier</i> product after watching ads on YouTube. 2. Buy <i>Garnier</i> product because it's advertised by favorite celebrity.	
4. Consumer buying interest according to Kotler (2016:198) : "Buying interest is a stage that consumer do before planning to buy a product."	1. Attention is a stage where we must make consumer realize with the existence of our product.	1. Pay attention/ watch when ads appear on YouTube. 2. Leaving/ignoring when ads appear on YouTube. 3. Have watched ads before on YouTube so ads is closed.	
	2. Interest is deeper stage in giving information about product, persuade and able to give reason why consumer must buy product that is offered.	1. When watching <i>Garnier</i> ads on YouTube will get information. 2. When watching <i>Garnier</i> ads on YouTube can know the advantage and disadvantage from that product.	

	3. Desire is a stage that give an offer that can't be refused by consumer, where in order to appear the will and desire to buy our product.	1. Watching YouTube ads because interesting in advertising aspect. 2. Watching YouTube ads because it's advertised by famous celebrity. 3. Watching ads on YouTube because that ads is in viral.	
	4. Action is a stage where consumer takes an action to buy our product now.	1. There is a desire to buy that product after watching YouTube ads.	
5. Consumer attitudes according to Peter and Olson (2010:130) is always refer to some concepts. There are two types of concepts namely thing and behavior.	1. Cognitive is trust, belief, or a consumer's perception toward an object.	1. Watch <i>Garnier</i> TV ads is more convincing than on YouTube. 2. Get information when watching <i>Garnier</i> ads on TV.	
	2. Affective is emotion or a consumer's feeling toward a certain object.	1. More like when watching ads on YouTube than watching <i>Garnier</i> ads on TV. 2. Messages delivered is suitable with the theme of <i>Garnier</i> ads. 3. <i>Garnier</i> ads on TV when appears can attract attention.	
	3. Conative is a tendency of action or a consumer's behavior toward a certain object.	1. Following the behavior of the celebrity endorser to use the <i>Garnier</i> product after watching ads on TV. 2. Buy <i>Garnier</i> product because it's advertised by favorite celebrity.	
6. Consumer buying interest according to Kotler (2016:198) : "Buying interest is a stage that consumer do before planning to buy a product."	1. Attention is a stage where we must make consumer realize with the existence of our product.	2. Pay attention/ watch when ads appear on TV. 3. Leaving/ ignoring when ads appear on TV. 4. Have watched ads before on TV so ads is closed.	
	2. Interest is deeper stage in giving information about product, persuade and able to give reason why consumer must buy product that is offered.	1. When watching <i>Garnier</i> ads on TV will get information. 2. When watching <i>Garnier</i> ads on TV can know the advantage and disadvantage from that product.	
	3. Desire is a stage that give an offer that can't be refused by consumer, where in order to appear the will and desire to buy our product.	1. Watching ads TV because interesting in advertising aspect. 2. Watching ads on TV because it's advertised by famous celebrity. 3. Watching ads on TV because that ads is in viral.	
	4. Action is a stage where consumer takes an action to buy our product now.	1. There is a desire to buy that product after watching ads on TV.	

4.1 Analisis Methods

In this study data analysis methods used are: 1) Qualitative Analysis. Is a picture of the state of a company. A definition that can be interpreted in general because this model is depicted with a sentence that can represent the quality of an object studied; 2) Quantitative Analysis. Using numbers with statistical methods.

4.2 Validity and Reliability Test

Validity Test

Validity test is defined as the extent to which the accuracy and precision of a measuring instrument in performing the measuring function. According to Ferdinand (2006) there are several instruments that can be used, namely the validity of the construct, describes the ability of a measuring instrument to explain a concept. Content validity, illustrates the suitability of a data meter by what will be measured. Convergent validity, two measuring tools are used to measure the same thing from the same person. As well as predictive validity, the ability of the instrument to predict something that will happen in the future.

Reliability

Reliability is one way that can be done to test the extent to which measurements provide relatively stable results when re-measurement. A questionnaire is said to be reliable if one's answer to a question is consistent or stable over time. A variable is said to be reliable if it has cronbach alpha > 0.60 (Ghozali, 2001).

4.3 Regression Analysis

According to Purwanto and Suharyadi (2007) linear regression equation of variable Y to variable X, that is $Y = a + bX$. The formula for finding a and b values:

$$a = \frac{\sum Y \sum X^2 - (\sum X)(\sum XY)}{n \sum X^2 - (\sum X)^2}$$
$$b = \frac{n \sum XY - (\sum X)(\sum Y)}{n \sum X^2 - (\sum X)^2}$$

Information:

Y: The dependent variable (Consumer attitudes)

X: Free variable (TV ads and YouTube)

a: Intercept (value Y, when X = 0)

b: Regression coefficients/ slop (slope of the regression line)

n: Amount of data

4.4 Descriptive Analysis

Standard deviation is also a measure of dispersion or variation. This may be because the standard deviation has the same unit of measure as the unit of origin data size. The standard deviation symbol for the population is σ (sigma).

Standard Deviation for the population: $\sigma = \sqrt{\frac{\sum (X - \mu)^2}{N}}$

Standard Deviation for the sample: $S = \sqrt{\frac{\sum (X - \bar{X})^2}{n - 1}}$

Information:

σ = Population standard deviation

X = The value of observational data in the population

μ = The average value of the count in the population

N = Total amount of data in population

Σ = Symbol of addition operation

S = Sample variant

\bar{X} = The average value of the count in the sample

5. Result and Discussion

This study aims to determine the influence of *Garnier* TV ads on television to consumer attitudes; the influence of *Garnier* video ads on YouTube on consumer attitudes; the influence of *Garnier* video ads on YouTube towards consumer buying interest; the influence of *Garnier* TV ads on consumer buying interest; the influence of *Garnier* video ads on YouTube and on TV ads towards consumer buying interest; Find out how much difference *Garnier* ads on YouTube and TV on buying interest.

Characteristics of respondents in this study include: gender, age, occupation and income correspondent. *Description of Respondent's Characteristics.* The number of women are 58% and men are 42%. More women because women respond more in answering questionnaires than men.

Respondents Description Based on Age.

Adolescent respondents by 67% and adults by 33%. These results indicate that adolescents are more active on social media and television than adult respondents. Teenage respondents are more familiar with the use of social media and TV.

Respondents Description Based on Income.

Respondents income data as follows: <IDR. 1,000,000 as many as 52% are unemployed, students and college students; IDR. 1,000,000 - IDR. 3,000,000 as many as 23% by college students; IDR. 3,000,000 - IDR. 5,000,000 as much as 13% and above IDR 5,000,000 for 12% which is dominated by workers. Through the results obtained data can be seen that a small income below IDR. 1,000,000 is not an obstacle to become *Garnier* product enthusiast. This is because *Garnier* products can still be reached by low-income minorities. Earnings below IDR. 1,000,000 and between IDR.1.000.000 - IDR. 3,000,000 as many as 75% showed attitudes and buying interest on *Garnier* products. However, not significant in correspondence with income above IDR. 3,000,000.

Respondents Description Based on Job.

The result that students are 25%, college students are 37%, workers are 30%, and unemployment is 8%. Students and college students are dominant because both are in active age using social media and active as television viewers. Students and college students are actively using social media and easily access all new information including in knowing *Garnier* ads impressions on YouTube and actively watching TV. *Garnier* ads is more often in their views on TV media.

Respondents' Answers Index About Garnier Ads on YouTube (X1)

Here are the responses of respondents about possible questions *Garnier* ads appear, duration of *Garnier* ads, and interactions that can be made with *Garnier* ads while running on YouTube.

Table 5. Respondents' Response about *Garnier* Ads on YouTube

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Keep watching <i>Garnier</i> ads appear on YouTube.	0	0	26	74	0	226	45,2
2	<i>Garnier</i> ads appear before the video plays, so do not bother.	0	0	17	40	43	174	34,8
3	<i>Garnier</i> ads will be watched throughout the duration of ads serving.	36	46	17	0	1	416	83,2
4	The duration of <i>Garnier</i> ads duration is the same as that on TV.	2	54	44	0	0	358	71,6
5	<i>Garnier</i> ads can be closed if you do not want to watch the ads.	3	92	5	0	0	398	79,6
6	<i>Garnier</i> ads can be stopped or blocked from appearing again.	0	65	35	0	0	365	73
	Total						1937	387,4
	Average Total							64,6

Based on the responses of respondents about *Garnier* ads on YouTube states that *Garnier* ads on YouTube are quite annoying in the delivery. But *Garnier* ads excess on YouTube can be closed if you do not want to watch.

Respondents' Answers Index About Garnier Ads on Television (X2)

The possibility of appearing *Garnier* ads on television more often than in *Garnier* ads on YouTube. The response of respondents to questions about the possibility of *Garnier* ads appearing, duration of *Garnier* ads, and interactions that can be done with *Garnier* advertisements that are currently running.

Table 6. Respondents' Response About *Garnier* TV ads

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Keep watching <i>Garnier</i> ads appear on television.	0	0	48	52	0	352	70,4
2	Ads appear before or between television shows, so it's very annoying.	32	54	14	0	0	418	83,6
3	<i>Garnier</i> ads will be watched throughout the duration of ads serving.	0	0	49	45	6	243	48,6
4	The duration of the <i>Garnier</i> ads duration is the same as the one on YouTube.	0	0	100	0	0	300	60,0
5	<i>Garnier</i> ads can be changed if you do not want to watch the ads.	0	80	20	0	0	380	76,0
6	<i>Garnier</i> ads can not be stopped or blocked from appearing again.	0	100	0	0	0	400	80,0
	Total						2093	418,6
	Average Total							69,77

Based on respondents data obtained *Garnier* ads on TV more get a better appreciation than on YouTube. *Garnier* TV ads also not too considered to interfere with respondents so that the delivery of *Garnier* TV ads is better.

Respondents' Answers Index About Consumer Attitudes Towards Advertising on YouTube (Y1)

Consumer attitudes toward ads on YouTube are based on three basic judgments, namely: cognitive, affective, and conative. Cognitive form of consumer trust and whether consumers get information from the product or not. Affective feelings that arise when watching the ads, the similarity of messages conveyed by advertising to the products offered, and the ability of the ads to attract the attention of consumers watched during the air. Conative in the possibility of respondents to follow the behavior of celebrity who became endoser *Garnier* products.

Table 7. Respondents' Responses on Consumer Attitudes Towards *Garnier* Advertising on YouTube

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Seeing <i>Garnier</i> ads on YouTube is more convincing than on TV	0	0	26	74	0	226	45,2
2	Get information when viewing <i>Garnier</i> ads on YouTube	0	13	64	22	1	289	57,8
3	Preferably when viewing ads on YouTube rather than viewing <i>Garnier</i> ads on TV.	0	0	38	62	0	238	47,6
4	Messages delivered according to <i>Garnier</i> ads theme.	0	67	33	0	0	367	73,4
5	<i>Garnier</i> ads on YouTube when they appear can attract attention.	0	44	56	0	0	344	68,8
6	Following the behavior of advertiser celebrity to use <i>Garnier</i> products after viewing ads on YouTube.	0	4	18	58	20	206	41,2
7	Buy <i>Garnier</i> products as advertised by favorite artists.	0	10	31	59	0	251	50,2
	Total						1921	384,2
	Average Total							54,89

Based on respondents' data on consumer attitudes toward *Garnier* ads on YouTube, it still looks less in trust and deeper belief in receiving *Garnier* information through YouTube. But respondents still get information from *Garnier* advertisements that broadcasted. *Garnier* ads on YouTube can still catch consumers' attention when it appear. Respondents disagree that watching *Garnier* ads on YouTube brings in behavior to follow – of the user celebrity endorsement.

Respondents Answer Index about Consumer Attitudes Towards Garnier TV Ads (Y2)

Consumer attitudes toward TV ads based on three basic assessments, namely: cognitive, affective, and conative. Television with more frequent *Garnier* TV ads serving is expected to capture consumers' attention in terms of trust, the ability to absorb the information displayed by *Garnier* ads via television. Below is a table of respondents' responses to consumer attitudes towards *Garnier* TV ads.

Table 12. Respondents' Response about Consumer Attitudes in *Garnier* TV Ads

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Watching <i>Garnier</i> ads on television is more convincing than on YouTube.	26	19	22	32	1	337	67,4
2	Get information when viewing <i>Garnier</i> ads on TV.	0	17	64	18	1	297	59,4
3	Prefers looking at <i>Garnier</i> TV ads rather than seeing ads on YouTube.	7	22	57	14	0	322	64,4
4	Messages delivered according to <i>Garnier</i> ads theme.	0	67	33	0	0	367	73,4
5	<i>Garnier</i> TV ads when it appear can attract attention.	0	58	42	0	0	449	89,8
6	Following the behavior of advertiser celebrity to use <i>Garnier</i> products after viewing TV ads.	1	21	46	26	6	239	47,8
7	Buy <i>Garnier</i> products as advertised by favorite celebrity.	0	7	27	55	11	230	46,0
	Total						2241	448,2
	Average Total							64,03

Based on respondents data obtained there is more confidence and trust in watching *Garnier* TV ads on TV so that respondents can get information though not too big. Respondents more agree to follow the celebrity behavior of the endoser through the *Garnier* TV ads. *Garnier* TV ads can be more interesting than *Garnier* ads on YouTube.

Respondents' Answers Index about Consumer Buying Interest in Garnier Ads on YouTube (Z1)

Buying interest is one of the goals to be achieved from an ads. Buying interest in consumers who watched *Garnier* ads on YouTube can be seen from the results of the data obtained below through its attention, interest, desire and action in responding *Garnier* advertisements through YouTube.

Table 9. Respondents Response on Buying Interest in *Garnier* Ads on YouTube

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Paying attention / watching when <i>Garnier</i> ads appear on YouTube.	0	2	24	42	32	196	39,2
2	Leaving/ ignoring when <i>Garnier</i> ads appear on YouTube.	3	12	33	16	2	196	39,2
3	Have seen <i>Garnier</i> ads before on YouTube so closed the ads.	0	49	47	4	0	345	69,0
4	Watching <i>Garnier</i> ads on YouTube will get information.	0	12	66	22	0	290	58,0
5	Watching <i>Garnier</i> ads on YouTube can tell about the advantages and disadvantages of the product.	0	29	53	18	0	311	62,2
6	Watching <i>Garnier</i> ads on YouTube for being interesting in terms of advertising.	6	18	56	20	0	310	62,0
7	Watching <i>Garnier</i> ads on YouTube as advertised by famous artists.	0	50	30	20	0	330	66,0
8	Watching <i>Garnier</i> ads on YouTube because they're viral.	18	31	35	16	0	351	70,2
9	There is a desire to buy the product after seeing <i>Garnier</i> ads on YouTube.	4	13	42	40	1	279	55,8
	Total						2608	521,6
	Average Total							57,96

Based on the data of respondents above, it can be said that there is a lack of attention of respondents to watch *Garnier* ads on YouTube. However, there is still the interest of respondents to know more in order to obtain information about the advantages and disadvantages of *Garnier* products. *Garnier* 's ads are also interesting in his advertising so that respondents are still interested to watch. There is also a more desire especially if the advertisement is advertised by the famous celebrity. There is the desire of respondents to buy *Garnier* products in the future.

Respondents' Answers Index About Consumer Buying Interest in Garnier TV Ads (Z2)

Television is more familiar and inherent in everyday life to be comparison in the buying interest of a product when consumers watch *Garnier* TV ads. Results of respondent as follows:

Table 10. Respondents Response on Buying Interest in *Garnier* TV Ads

No	Indicator	Score					Amount	Index
		SA	A	N	D	SD		
1	Pay attention / watch when <i>Garnier</i> TV ads appear.	0	5	51	29	15	246	49,2
2	Leaving / ignoring when <i>Garnier</i> TV ads appear.	3	12	67	16	2	298	59,6
3	Have seen <i>Garnier</i> TV ads before then change channels.	0	45	51	4	0	341	68,2
4	Watching <i>Garnier</i> TV ads on television gets information.	2	23	58	17	0	310	62,0
5	Watching <i>Garnier</i> TV ads can know the advantages and disadvantages of the product.	0	31	51	18	0	313	62,2
6	Watching <i>Garnier</i> TV ads because it is interesting in terms of advertising.	6	37	46	11	0	338	67,6
7	Watching <i>Garnier</i> TV ads because it advertised by renowned celebrity.	6	52	30	12	0	352	70,4
8	Watching <i>Garnier</i> TV ads because it is viral.	18	31	33	17	0	347	69,4
9	There is a desire to buy the product after watching <i>Garnier</i> TV ads.	4	16	59	21	0	303	60,6
	Total						2848	569,2
	Average Total							63,24

Based on respondents' data above, there is less attention in watching *Garnier* TV ads. This can be due to more frequent *Garnier* TV ads appear so that respondents have known information about the ads. When *Garnier* advertisements are advertised by renowned celebrities and being viral it brings more interest and passion for the respondents to watch it. The result of the action for buying *Garnier* product is greater than that of *Garnier* on YouTube.

Sampling Technique of Validity and Reliability Test

Reliability and Validity test based on the analysis that has been done, it can be seen that the questionnaire model is said to be valid and reliable. A model is said to be valid if the value of $r_{arithmetic} > r_{table}$ and a model is said to be reliable if the value of Cronbach Alpha $> 0,600$ (Ghozali, 2006). It was found that TV ads, YouTube ads, consumer attitudes and consumer buying interest were declared reliable because they had Cronbach's Alpha value above 0.700 (TV ads 0.975828, YouTube ads 0.963671, consumer attitudes 0.750667, and consumer

buying interest 0.803925). Empirical indicators to the four variables are declared valid because it exceeds the table value of 0.600.

Standard Deviation Statistics

Descriptive statistics are used to describe the data statistically. Descriptive statistics in this study refers to the mean (average) and standard deviation.

Table 11. Descriptive Statistics Analysis

Variable	Median	Stand. Deviation
YouTube	3,426	0,972718
Television	3,482	0,74089136
Consumer Attitudes->YouTube	2,8267	0,62669503
Consumer Attitudes -> Television	3,098	0,5077565
Consumer Buying Interest-> YouTube	3,135	0,261042
Consumer Buying Interest -> Television	3,26	0,22677868

Based on calculation results from Table 11 as follows:

- a. The mean values obtained on YouTube are 3.426 and the standard deviation of 0.972718. The mean results is greater than standard deviation. The results show quite good because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.
- b. The mean values obtained on the TV are 3.482 and the standard deviation of 0.74089136 where the mean is greater than the standard deviation. The results show quite good because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.
- c. The mean value of consumer attitudes toward *Garnier* ads on YouTube is 2.8267 and the standard deviation of 0.62669503. The mean result is greater than the standard deviation. The results show quite good because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.
- d. The mean value of consumer attitudes toward *Garnier* TV ads is 3.098 and the standard deviation of 0.5077565. The mean result is greater than the standard deviation. The results show quite good because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.
- e. The mean value of consumer buying interest on *Garnier* ads on YouTube is 3.135 and the standard deviation of 0.261042 where the mean is greater than the standard deviation. The results show good enough because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.
- f. The mean value of consumer buying interest on *Garnier* TV ads is 3.26 and the standard deviation of 0.22677868. The mean result is greater than the standard deviation. The results show quite good because the standard deviation is a very high reflection deviation. So the spreads of data shows normal results and does not cause bias.

Consumer Attitudes Towards Garnier Advertising on YouTube Media and TV

Attitudes toward advertising (affective) is the way consumers feel about it. Table 11 above the standard deviation value on consumer attitudes toward *Garnier* TV ads is smaller than on YouTube, which is 0.57 on TV and 0.626 on YouTube. This shows the tendency of consumers pay more attention to *Garnier* TV ads because the smaller result of standard deviation value will be better.

Buying Interest on Garnier TV Ads and YouTube

Buying interest is the tendency of consumers to buy a brand or take action related to the purchase as measured by the level of possibility of consumers making a purchase. Table 11 above the standard deviation value on consumer buying interest on *Garnier* ads on TV is smaller than on YouTube, which is 0.2267 on TV media and 0.261 on YouTube. This shows the tendency of consumers pay more attention to *Garnier* ads on TV. The smaller the result of a standard deviation value the better. Media TV is used more often to access information and entertainment. So consumers use TV more often than YouTube.

Regression Analysis

Table 12. Regression Test Results

		Regression Value
H1	<i>Garnier</i> ads on YouTube to consumer attitudes	0,046264
H2	<i>Garnier</i> TV ads to consumer attitudes	0,436735
H4	<i>Garnier</i> ads on YouTube towards consumer buying interest	0,306658
H5	<i>Garnier</i> TV ads towards consumer buying interest	0,588984
H3	<i>Garnier</i> TV ads and YouTube toward consumer attitudes	0,436735
H6	<i>Garnier</i> TV ads and YouTube toward consumer buying interest	0,588984
H7	<i>Garnier</i> TV ads and YouTube, consumer attitudes toward consumer buying interest	0,970385

Based on regression calculation results obtained the following results:

1. H1 = *Garnier* ads influence on YouTube toward consumer attitudes is 0.046264. Regression value obtained far from the value of 1 then the low likelihood of *Garnier* ads influence on YouTube in influencing consumer attitudes. There is a smaller effect on perception (cognitive), the feelings that arise when watching *Garnier* (affective) ads and the conative tendency of *Garnier* ads appearing in the YouTube media because the main focus when opening YouTube is to watch the video, *Garnier* ads appear to be considered annoying.
2. H2 = influence *Garnier* on TV ads to consumer attitudes is 0.436735. Regression value obtained far from 1 then the low likelihood of *Garnier* TV ads in influencing consumer attitudes. But compared to H1 results, H2 has a larger regression value and there is greater influence on TV media than on YouTube media. TV can be said to be closer in the life of the consumer and the frequency of *Garnier* ads appear more often.
3. H3 = *Garnier* TV ads and YouTube influence towards consumer attitudes is 0.436735. Regression value obtained far from the value 1. It appears there is little influence of *Garnier* ads on YouTube and TV toward consumer attitudes. The small perception of trust (cognitive) that arose when *Garnier* ads appeared on both media resulted in an affective attitude toward *Garnier* ads when it appeared less attention-grabbing. The tendency of conative action is minimal in following the celebrity endoser in the use of *Garnier* products.
4. H4 = *Garnier* ads influence on YouTube towards consumer buying interest is 0.306658. Buying interest in *Garnier* ads that appear on YouTube media shows very small intention in watching *Garnier* ads, interest is also small to know *Garnier* ads products, desire to find out *Garnier* ads for exciting and advertised by renowned celebrity did not get a good response, and action plan to buy the product after watching *Garnier* ads not too big.
5. H5 = *Garnier* TV ads influence to consumer buying interest is 0.588984. From the regression value obtained compared with the value of regression on buying interest on *Garnier* ads on YouTube. The value is not too far away, but the bigger result is the tendency that *Garnier* TV ads can attract consumer attention because it is too often repeated, interest to know *Garnier* product is large, desire to watch more *Garnier* TV ads impressions are able to attract the attention of consumers coupled with advertised by famous celebrity, the magnitude of action plan to buy *Garnier* products.
6. H6 = *Garnier* ads on YouTube and TV influence toward consumer buying interest is 0.588984. Overall *Garnier* TV ads and YouTube do not have a big effect on attention to watch *Garnier* ads on the air, interest in both tends to be small to know more about *Garnier* products, the desire to watch *Garnier* ads exist though not too big, and action for the plan as well as the desire to buy *Garnier* product is small.
7. H7 = *Garnier* ads influence on YouTube and on TV toward consumer buying attitude and interest is 0.970385. Regression values obtained close to 1 then overall *Garnier* TV ads and YouTube have a great influence on consumer attitudes in cognitive (Perceptual) perceptions of trust and beliefs that appear after watching *Garnier* TV ads and YouTube. There is (Affective) more interest to watch *Garnier* ads, and (Cognitive) subsequent action after watching the ads of his interest in attention to watch *Garnier* ads during the show, interest in both is great to know more about *Garnier* product, desire to watch *Garnier* ads as advertised by famous celebrity, and action for plans as well as the desire to buy *Garnier* products is small.

6. Conclusions

1. The influence of *Garnier* ads on YouTube toward consumer attitudes shows smaller effect on perception (cognitive), the feelings that appear when watching *Garnier* ads (affective) and the conative tendency of *Garnier* ads appearing in the YouTube media due to the primary focus on opening YouTube is to watch the video. So that when *Garnier* ads appear considered disturbing.
2. The influence of *Garnier* TV ads toward consumer attitudes results in greater likelihood than the results of *Garnier* ads influence on YouTube toward consumer attitudes. This is due to the more familiarity of consumers in receiving *Garnier* TV ads than YouTube.
3. The influence of *Garnier* ads on YouTube and TV toward consumer attitudes is seen to be the effect of *Garnier* ads on YouTube and TV toward consumer attitudes. There is a perception (Cognitive) consumer

- who can believe and be sure when *Garnier* ads appear on both media. The feelings that arise (affective) are able to attract the attention of consumers to *Garnier* ads when appearing though not too big but there is an impact left after seeing the ads. The tendency of action that appears (Conative) is the tendency to buy *Garnier* products because it follows the behavior of celebrity endorsement as a *Garnier* product advertiser.
4. The influence of *Garnier* ads on YouTube toward consumer buying interest indicates good intention, interest to know *Garnier* ads products, desire to know *Garnier* ads for interesting advertising, advertised by renowned celebrity, action in the form of consumer desire to buy the product after watching *Garnier* ads. Even it's not too big impact that generated *Garnier* ads served as advertising reminders that remind consumers to buy the product can be said to be able and managed to generate buying interest.
 5. The influence of *Garnier* TV ads toward consumer buying interest lies in considerable value with *Garnier* ads influence on YouTube toward consumer buying interest, a larger result there is a tendency that the display of *Garnier* TV ads may be more attention-conscious because it is too often repeated with frequencies of repetition, interest to know *Garnier* product is large, the desire to watch more *Garnier* TV ads is able to attract the attention of consumers plus advertised by renowned celebrity, magnitude of action plan to buy *Garnier* product.
 6. The influence of *Garnier* TV ads and YouTube toward consumer buying interest is that overall *Garnier* TV ads and YouTube are capable of paying a great deal of attention to watch *Garnier* ads on the air, interest in both tends to be great to learn more about *Garnier* products, action for the plan as well as the desire to buy *Garnier* products were great.
 7. The influence of *Garnier* TV ads and on YouTube toward the attitudes and impacts of consumer buying interest is that *Garnier* overall TV ads and YouTube exerts a huge influence on consumer attitudes in cognitive perceptions of beliefs and trust on *Garnier* TV ads and YouTube, (Affective) feelings of interest arising after watching *Garnier* ads, and (Cognitive) subsequent action after watching the ads to follow the artist's behavior using *Garnier* product for his interest in attention to watch *Garnier* ads during the show, interest in both it tends to be great to know more about *Garnier* products, actions for plans as well as the desire to buy large of *Garnier* products.
 8. Overall, the end result is enough value from the influence *Garnier* TV ads and YouTube to the attitude and impact of consumer buying interest, clearly seen the impact of *Garnier* ads serving. Because through these ads, consumers know and get to know the products advertised. The results of views in the form of consumer attitudes to generate more perceptions of similar products and the result of their buying interest are in the interest of using them.

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