

ABSTRACT

Today's market growth grows even faster than before, demanding every person in a business to become the fixation of consumer. In order to achieve such thing, every marketers of businesses are vying to advertise their goods or service. Technological advancement allows easier approach in introducing products into the market through ads. Ultimately, one's behavior is more inclined to avoid any form of advertisement due to various reasons. One technology that can help to cope with that is personalized ads. By using personalized ads, an advertisement can be targeted more accurately towards a certain predetermined consumer, furthermore, the relevancy value of personalized ads can minimize ads avoidance. The purpose of this study is to analyze the magnitude of the effects of personalized ads by contrasting two different kinds of media, in one of which that utilizes it and the other that is not, which is between television and Youtube.

This study uses quantitative method. The samples are taken with non-probability method, using convenience and purposive sampling. Those methods are chosen so that the data can be obtained quickly and eligibly, thus the accuracy of analysis can be preserved.

The result of this study shows that personalized ads doesn't have any effects on ads avoidance. The result also suggests that personalized ads on Youtube have bigger impact towards brand awareness in comparison to non-personalized ads on television.

Keywords : Advertisement, Personalized Ads, Ads Avoidance, Brand Awareness, Television, Youtube