

ABSTRACT

The purpose of this study is to determine the effect of pop-up advertising on perceived intrusiveness, the effect of perceived intrusiveness on brand awareness, the effect of advertising on ad avoidance, and the role of advertising value on ad avoidance among YouTube users. Primary data in this research obtained from questionnaire data on 120 YouTube users in Semarang city. Partial Least Square (PLS) analysis tool is the data analysis that used in this study. Results from this study showed Pop-up Ads has positive effect on Perceived Intrusiveness. Perceived intrusiveness has positive effect on ad avoidance. Perceived Intrusiveness has positive effect on brand awareness. Perceived intrusiveness has positive effect on advertisement avoidance. Data processing proves that pop-up ads simultaneously affect intrusive perceptions. Pop-up ads have a format that can interfere with YouTube usage activities, and advertisements tend to be avoided by YouTube users. Intrusive perceptions simultaneously affect brand awareness. Attitudes, behaviour and perceptions of YouTube users react negatively to advertisements so avoid them, due to the distraction of these advertisements. Perceived Intrusiveness simultaneously has an effect on brand awareness. It is based on the idea that over time, consumers will have positive reaction toward the product brands they remember, regardless of whether they liked the advertisement at first or not. Intrusive perception simultaneously influences ad avoidance with advertising value as the mediating variable. This is based on Perceived intrusiveness of advertising which can be influenced when the advertisement offers viewers utilitarian and aesthetic values, or provides consumer value from the advertisement.

Keywords: *Pop-up Ads, Perceived Intrusiveness, Ads Avoidance, Advertisement Value, Brand Awareness.*