

ABSTRACT

The adoption of smartphone as a lifestyle makes people watch and upload content, YouTube is the most visited platform with estimated 10 to 20 billion viewers daily making changes to the viewing habits of watching television on YouTube channels, but the problem comes when the user doesn't have access to watch caused by slow and expensive internet connections, these small things can make viewers undo their intentions to watch. YouTube gives YouTube Offline as a solution where users can download their favorite videos and watch them anytime and anywhere without internet connection. But the fact that there are still many users who don't know the benefits of YouTube Offline, therefore No Buffer No Baper promotion have the purpose to invite users to watch more contents and avoid buffering. The design of this campaign using several qualitative research methods, SWOT analysis method and AISAS. Through the right approach, this promotion uses creative media and microsite as the main media as well as visual styles that fit the target audience which is the solution of this problem..