

ABSTRACT

PT. Gojek Indonesia is pioneer company online transportation from Indonesia before same competitor like Grab and Uber came in to Indonesia. Gojek established by Nadiem Makarim in purpose to solution every aspect such as online transportation, order food, delivery shipping, etc. one thing that Gojek do for share what Gojek gives to people with make advertisement. By advertisement, Gojek wants to create positive image, and persuade people to use Gojek as online transportation's option. There are so many advertisement that Gojek show through television, banner, billboard, and also Youtube. These days, Youtube become one of medium for show some advertisement because people can easily access Youtube through their handphone or smartphone, especially college student that always access Youtube for seeking information. One of advertisement that Gojek made on Youtube is "Introducing: Jo dan Jek" that tells about how driving procedurs with good and right in order to safe and feel comfortable when travelling from one place to another. There are two characters in that advertisement, known as Jo and Jek. And this advertisement also use element of humor. Based on that case, the researcher interest to research building perceptions when college student watch Gojek's advertisement on Youtube "Introducing: Jo dan Jek" version based on phase individual accept that advertisement. This research uses descriptive qualitative methods with post-positivism paradigm and data collection using in depth interview techniques. The result of this research suggest that Gojek advertisement on Youtube "Introducing: Jo dan Jek" version shows so many element of humor from representation of two characters Jo and Jek. And then gesture from that two characters make audience who watch that advertisement laugh, have a funny dialogue, informative, and have an interesting concept which rated by audience as a new concept in Indonesia advertising. Perception that accepted by college students affected by forming factors. Start from what makes audience watch Gojek's Advertisement on Youtube "Introducing: Jo dan Jek" version, then element of humor that appear on Gojek's advertisement on Youtube

“Introducing: Jo dan Jek” version affected the message, experience that affected rated Gojek’s advertisement on Youtube “introducing: Jo dan Jek” version, and what makes that advertisement easily to remember by college student.

Keywords: *Advertisement, Perception, Perception Process, Gojek’s Advertisement on Youtube “Introducing: Jo dan Jek” Version.*