

## **ABSTRAC**

*There is one major change in consumer behavior or "The Consumer Megashifts" due to the COVID-19 pandemic namely Go Virtual. This has become a factor in the rise of the cashless society of the community. However, the development of usage was not proportional to financial literacy and the perception of QRIS users was less than optimal. Bank Indonesia cooperated with Bank BCA as the Top Strongest Brand based on the customer perception index to expand information on the use of QRIS. Bank BCA provides education by creating advertising content through Youtube about a cashless society, one of which is the #DibikinSimpel version of the advertisement entitled "Semua Yang Mungkinkah Jadi Mungkin Dong Sama BCA Mobile". This ad has the most viewers on the Bank BCA Youtube account. This study aimed to determine whether there is an influence between Youtube Ads (X) on QRIS User Perceptions (Y). This study used a quantitative method with a descriptive method. Researchers used 400 respondents as a sample. Based on the results of the study, there is a correlation between the Youtube Advertising variable (X) which has a significant and positive effect on QRIS User Perception (Y). Results T count ( 48.756 ) > T table ( 1.966 ). This study has the results of the coefficient of determination from the influence of Youtube ads having an influence of 85.74% on QRIS User Perceptions, the remaining 14.26% was influenced by other factors that wasn't examined in this research.*

**Keywords:** Advertising, Perception, Consumer Megashifts, QRIS