Abstract

Objectives – the objective of this study was to learn in deep about advertising especially the comparison between the Web Advertising and other media that is effective for the young viewers nowadays. Furthermore, we could also obtain the result of how the younger consumers perceive against many types of advertisement that they prefer more.

Method – there were several methods used in order to help the counting against the result of the research such as Chi-Square Analysis, Difference Means Analysis, and Principal Component Analysis.

Results – the outcomes of this study by comparing the Web advertising to other media such as Television and Radio and also comparing the behavior of Indonesian young consumers with the student’s behavior in Istanbul University of Technology, Turkey as in the original journal that most of them preferred Web advertising compared to other media both traditional and non-traditional including television and radio. In Indonesia especially in Bina Nusantara University, Jakarta Selatan the same result which the Indoseian student also prefer to used Web advertising as their media to find any kinds of information.

Keywords – Web Advertising, Other Media, Television, Radio, World-of-Mouth (WOM), Jakarta, Indonesia.