**DATA PENEMPATAN PRODUK MEREK INDONESIA**

**DALAM BENTUK *WEB SERIES* DI MEDIA SOSIAL YOUTUBE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Merek** | **Selebritis** | **Judul** | **Drs** | **Tanggal Publikasi** | | | **Viewers** | **Sikap** | | **Jumlah Komentar** | **Subs.** |
| **Tgl.** | **Bln.** | **Thn.** | **Like** | **Dislike** |
| 1 | Tropicana Slim | 1. Dion Wiyoko 2. Tika Bravani | 1. SORE - Istri dari Masa Depan #Episode1 2. SORE - Istri dari Masa Depan #Episode2 3. SORE - Istri dari Masa Depan #Episode3 4. SORE - Istri dari Masa Depan #Episode4 5. SORE - Istri dari Masa Depan #Episode5 6. SORE - Istri dari Masa Depan #Episode6 7. SORE - Istri dari Masa Depan #Episode7 8. SORE - Istri dari Masa Depan #Episode8 (FINAL) 9. SORE - Istri dari Masa Depan #Episode9 (Special Episode) | 12:42  10:48  11:32  12:09  07:21  13:44 07:54  14:11  16:13 | 31  07  14  21  23  28  07  14  21 | Jan  Feb  Feb  Feb  Feb  Feb  Mar  Mar  Mar | 2017  2017  2017  2017  2017  2017  2017  2017  2017 | 1.720.561  1.059.715  1.040.173  990.529  949.090  956.480  896.198  992.755  1.311.757 | 24.000  13.000  13.000  12.000  13.000  14.000  10.000  19.000  30.000 | 249  110  110  82  96  84  100  108  179 | 2.036  862  1.155  986  934  1.241  1.229  4.003  5.004 | 67.483 |
| 2 | Line | 1. Nicholas Saputra 2. Mariana Renata | 1. LINE Story: Nic & Mar Ep.1 “Bonjour, Paris!” 2. LINE Story: Nic & Mar Ep.2 “Close Your Eyes” 3. LINE Story: Nic & Mar Ep.3 “Paris vs. Praha” 4. LINE Story: Nic & Mar Ep.4 “Our Last Night?” 5. LINE Story: Nic & Mar Ep.5 “Hello, Praha!” 6. LINE Story: Nic & Mar Ep.6 “What Do You Want?” 7. LINE Story: Nic & Mar Ep.7 “Finale” | 06:55  07:11  07:28  06:29  06:55  05:36  03:36 | 12  18  19  25  26  01  02 | Mar  Mar  Mar  Mar  Mar  Apr  Apr | 2015  2015  2015  2015  2015  2015  2015 | 1.711.466  978.726  900.339  917.008  1.020.269  871.174  781.575 | 17.000  6.000  5.000  4.000  5.000  4.000  4.000 | 501  171  162  296  415  317  473 | 579  212  209  187  267  198  439 | 170.151 |
| 3 | Filosofi Kopi | 1. Rio Dewanto 2. Chicco Jerikho | 1. FILOSOFI KOPI THE SERIES: Ben & Jody - Ep 1 “Pilot” 2. FILOSOFI KOPI THE SERIES: Ben & Jody - Ep 2 “Password Hoki” 3. FILOSOFI KOPI THE SERIES: Ben & Jody - Ep 3 “W.I.B (Waktu Indonesia Bagian Ben)” 4. FILOSOFI KOPI THE SERIES: Ben & Jody - Ep 4 “Cofee vs Non Cofee” 5. FILOSOFI KOPI THE SERIES: Ben & Jody - Ep 5 “Finale” | 10:10  09:43  09:49  06:49  07:08 | 10  25  06  26  01 | Feb  Mar  Mei  Mei  Jul | 2017  2017  2017  2017  2017 | 827.813  464.554  367.306  309.214  261.990 | 8.000  3.000  3.000  2.000  2.000 | 309  86  49  47  34 | 526  290  214  172  254 | 25.493 |
| 4 | Wardah | 1. Imertha Gracia 2. Rhezy Rhezanov 3. Sita Ratri 4. Hidayatur Rahmi 5. Ressa Rere | 1. #HijabLoveStory Eps.1 - Pergi 2. #HijabLoveStory Eps.2 - Selamat Datang, Rena 3. #HijabLoveStory Eps.3 - Beda Bahasa, Satu Cinta 4. #HijabLoveStory Eps.4 - Terima Kasih, Aziz 5. #HijabLoveStory Eps.5 - Kata Lenny Dan Irma 6. #HijabLoveStory Eps.6 - Keputusan Rena | 07:31  08:00  11:01  13:39  13:11  11:45 | 01  02  06  08  13  15 | Jun  Jun  Jun  Jun  Jun  Jun | 2016  2016  2016  2016  2016  2016 | 313.092  297.566  411.062  285.978  250.033  287.102 | 2.000  1.000  2.000  1.000  1.000  1.000 | 39  15  36  21  22  12 | 62  104  148  129  97  245 | 27.052 |
| 1. Puteri Modiyanti 2. Rian Adiyanto 3. Luthfi Aulia | 1. #HijabLoveStory 2 Eps.1 - Kartu Pos Dari Ayah 2. #HijabLoveStory 2 Eps.2 - Perspektif 3. #HijabLoveStory 2 Eps.3 - Pasangan Sempurna 4. #HijabLoveStory 2 Eps.4 - Kata Hati | 07:22  07:42  09:53  07:46 | 09  12  17  19 | Okt  Okt  Okt  Okt | 2016  2016  2016  2016 | 193.116  172.127  197.191  195.722 | 710  522  707  643 | 16  6  4  12 | 20  24  37  42 |
| 1. Febiola Novita Kaunis 2. Inekke Valentine 3. Agnes Oryza | 1. #HijabLoveStory 3 Eps.1 - PERUBAHAN 2. #HijabLoveStory 3 Eps.2 - RASA BARU 3. #HijabLoveStory 3 Eps.3 - EGO 4. #HijabLoveStory 3 Eps.4 - HARMONY CAKE (Final Episode) | 08:46  10:25  08:35  09:59 | 29  31  05  07 | Jan  Jan  Feb  Feb | 2017  2017  2017  2017 | 154.285  146.135  149.189  143.868 | 527  373  434  443 | 14  11  10  12 | 26  26  27  24 |
| 5 | Axe | 1. Keenan Pearce | 1. Axelerate The Series : The Untold Story of Keenan Pearce Ep.1 2. Axelerate The Series : The Untold Story of Keenan Pearce Ep.2 3. Axelerate The Series : The Untold Story of Keenan Pearce Ep.3 | 06:47  06:33  04:51 | 08  22  04 | Mei  Mei  Jun | 2016  2016  2016 | 2.152.020  1.485.056  807.852 | 6.000  5.000  2.000 | 621  53  33 | 467  345  138 | 42.889 |
| 1. Arifin Putra | 1. Axelerate The Series : The Untold Story of Arifin Putra Ep.4 2. Axelerate The Series : The Untold Story of Arifin Putra Ep.5 3. Axelerate The Series : The Untold Story of Arifin Putra Ep.6 | 05:11  03:44  03:20 | 12  26  08 | Jul  Jul  Agu | 2016  2016  2016 | 1.965.489  1.728.462  1.185.054 | 1.000  931  534 | 443  26  28 | 234  129  62 |
| 1. Chicco Jerikho | 1. Axelerate The Series : The Untold Story of Chicco Jerikho Ep.7 2. Axelerate The Series : The Untold Story of Chicco Jerikho Ep.8 3. Axelerate The Series : The Untold Story of Chicco Jerikho Ep.9 | 05:12  04:59  06:05 | 22  05  21 | Agu  Sep  Sep | 2016  2016  2016 | 1.949.855  1.509.919  994.568 | 2.000  1.000  2.000 | 459  28  15 | 280  129  241 |
| 1. Keenan Pearce 2. Arifin Putra 3. Chico Jerikho | Axelerate The Series : The Finale | 11:29 | 30 | Nov | 2016 | 3.579.139 | 3.000 | 821 | 449 |
| 6 | Samsung | 1. Mikha Tambayong 2. Adipati Dolken 3. Kunto Aji 4. Devina Aurell | 1. Samsung Indonesia: Move On Trip | episode 1 - Alasan Move On 2. Samsung Indonesia: Move On Trip | episode 2 - Modus PDKT 3. Samsung Indonesia: Move On Trip | episode 3 - Hadiah Terindah 4. Samsung Indonesia: Move On Trip | final episode - Vertical Vlog Move On Trip | 10:03  11:30  10:48  09:45 | 02  10  16  06 | Agu  Agu  Agu  Sep | 2017  2017  2017  2017 | 1.608.466  540.462  599.025  1.345.623 | 8.000  6.000  5.000  2.000 | 194  236  46  53 | 389  398  404  188 | 197.013 |
| 7 | Vivo | 1. Prilly Latuconsina 2. Al Gazhali | 1. BAPR Balada Al Prilly - Eps 1: Dendam Si Preman 2. BAPR Balada Al Prilly - Eps 2: Pahlawan Merah Putih 3. BAPR Balada Al Prilly - Eps 3: Pengagum Rahasia | 04:15  03:32  03:05 | 06  16  02 | Agu  Agu  Sep | 2017  2017  2017 | 2.316.589  2.728.086  2.168.773 | 8.000  7.000  6.000 | 2.000  2.000  1.000 | 1.779  364  285 | 196.868 |
| 8 | Traveloka | 1. Arief Muhammad | 1. Arief Muhammad x Traveloka Eps 1: Ada Apa dengan Bakso 2. Arief Muhammad x Traveloka Eps 2: Mencari Pak Mamat 3. Arief Muhammad x Traveloka Eps 3: Sebuah Harapan Baru 4. Arief Muhammad x Traveloka Eps 4: CLBK 5. Arief Muhammad x Traveloka Eps 5: Pupus Sudah Harapanku 6. Arief Muhammad x Traveloka Eps 6: Lebaran Tanpa Beban | 03:06  05:50  04:05  04:26  05:34  05:23 | 14  16  18  20  22  27 | Jun  Jun  Jun  Jun  Jun  Jun | 2017  2017  2017  2017  2017  2017 | 585.589  571.157  436.295  436.937  459.075  393.490 | 10.000  10.000  9.000  9.000  8.000  8.000 | 575  659  364  257  284  296 | 246  291  266  396  544  459 | 321.551 |
| 9 | BCA |  | 1. HaloBCA Web Series - Telepon Misterius 2. HaloBCA Webseries - Hari Klik Enter Sudah 3. HaloBCA Webseries - Obsesi Menjadi Sang Juara 4. HaloBCA Webseries - Curhatan Seorang CSO Cantik 5. HaloBCA Series - Ini Rindu 6. HaloBCA Webseries - Special Hari Pahlawan 7. HaloBCA Webseries - Kado Natal Untuk Deri | 03:10  03:52  02:57  02:54  05:58  05:37  04:53 | 28  04  17  17  07  14  29 | Mar  Apr  Apr  Apr  Jul  Nov  Des | 2017  2017  2017  2017  2017  2017  2017 | 6.946  7.229  3.254  18.510  12.182  390.521  730.149 | 55  59  24  86  55  42  42 | 10  8  2  19  24  8  6 | 10  10  2  2  5  3  6 | 11.608 |
| 10 | Unilever | 1. Arief Muhammad 2. Tiara Pangestika | 1. 1001 Inspirasi Ramadhan - Jelang Buka: Episode 1 - Aku Tinggal Sama Mama? 2. 1001 Inspirasi Ramadhan - Jelang Buka: Episode 2 - Kangen 3. 1001 Inspirasi Ramadhan - Jelang Buka: Episode 3 - Curhat 4. 1001 Inspirasi Ramadhan - Jelang Buka: Episode 4 - Apa Sih Sebabnya? | 03:52  04:12  07:03  06:20 | 02  09  16  23 | Jun  Jun  Jun  Jun | 2017  2017  2017  2017 | 4.226.818  3.900.091  3.028.810  2.308.073 | 11.000  9.000  7.000  6.000 | 528  404  145  83 | 325  275  207  247 | 36.147 |
| 11 | Durex |  | 1. Durex Performa - More Time for Love (Ep. 1) #EnaknyaDilamain 2. Durex Performa - More Time for Love (Ep. 2) #EnaknyaDilamain 3. Durex Performa - More Time for Love (Ep. 3) #EnaknyaDilamain 4. Durex Performa - More Time for Love (Ep. 4) #EnaknyaDilamain 5. Durex Performa - More Time for Love (Ep. 5) #EnaknyaDilamain 6. Durex Performa - More Time for Love (Ep. 6) #EnaknyaDilamain 7. Durex Performa - More Time for Love (Ep. 7) #EnaknyaDilamain | 00:59  00:58  00:59  00:54  00:59  00:58  01:13 | 08  12  16  19  23  30  07 | Okt  Okt  Okt  Okt  Okt  Okt  Nov | 2016  2016  2016  2016  2016  2016  2016 | 431.519  30.885  24.011  21.344  22.660  17.415  20.723 | 60  54  33  36  46  33  54 | 9  7  4  2  7  2  9 | 26  3  9  2  9  7  37 | 5.071 |
| 12 | Lip Ice |  | 1. LIP ICE Webseries #1 2. Lip Ice Webseries #2 3. LIP ICE Webseries #3 4. LIP ICE Webseries #4 | 01:20  01:45  00:59  01:20 | 24  09  16  03 | Jan  Feb  Mar  Apr | 2017  2017  2017  2017 | 130.114  51.128  94.208  56.610 | 343  187  196  165 | 43  10  18  13 | 14  2  4  6 | 682 |
| 13 | Pucelle | 1. Audi Marissa 2. Ibrahim Risyad 3. Querra Mellca 4. Clairine Clay 5. Michelle 6. Fachri Muhammad | 1. Pucelle Indonesia: Love Me, Pink - Episode 1 2. Pucelle Indonesia: Love Me, Pink - Episode 2 3. Pucelle Indonesia: Love Me, Pink - Episode 3 4. Pucelle Indonesia: Love Me, Pink - Episode 4 5. Pucelle Indonesia: Love Me, Pink - Episode 5 | 05:04  04:06  04:24  03:52  05:32 | 25  30  07  13  21 | Agu  Agu  Sep  Sep  Sep | 2017  2017  2017  2017  2017 | 530.423  432.499  524.778  357.392  334.449 | 5.000  3.000  3.000  4.000  4.000 | 67  41  48  33  40 | 173  170  158  342  353 | 13.774 |
| 14 | Lazada |  | 1. Kejutan dari Nadia Eps.1 2. Kejutan dari Nadia Eps.2 “Jujur” 3. Kejutan dari Nadia Eps.2 “Bohong” 4. Kejutan dari Nadia Eps.3 “Malu” 5. Kejutan dari Nadia Eps.3 “Tidak Malu” | 01:41  01:55  01:59  00:54  01:40 | 09  14  14  16  16 | Mar  Mar  Mar  Mar  Mar | 2017  2017  2017  2017  2017 | 48.224  93.290  23.111  32.572  38.081 | 238  167  67  101  176 | 34  26  18  52  53 | 261  182  37  30  137 | 108.992 |
| 15 | Smartfren | 1. Saaih Halilintar dan Keluarga | 1. Semua Gara-Gara Saaih Halilintar - Ep 1 2. Semua Gara-Gara Saaih Halilintar - Ep 2 3. Semua Gara-Gara Saaih Halilintar - Ep 3 | 04:52  02:47  06:09 | 12  14  16 | Jun  Jun  Jun | 2017  2017  2017 | 2.556.785  1.852.790  1.688.022 | 40.000  27.000  27.000 | 804  463  438 | 1.863  1.668  1.576 |  |
| 16 | Bukalapak |  | 1. Benua Antarkita Episode 1: Cita-cita 2. Benua Antarkita Episode 2: Waktu Tak Terulang | 08:23  09:33 | 12  05 | Okt  Jan | 2016  2017 | 258.634  92.799 | 2.000  1.000 | 38  19 | 257  126 | 148.172 |

Keterangan:

Merek: Nama merek yang dipromosikan dalam film.

Aktor / Aktris: Nama aktor dan atau aktris yang berakting dalam film.

Judul: Judul film.

Drs: Durasi film.

Tanggal publikasi: Tanggal publikasi film.

*Viewers*: Jumlah penonoton episode film.

Sikap-Like: Jumlah penonton yang mengklik *Like*.

Sikap- Dislike: Jumlah penonton yang mengklik *Dislike*.

Jumlah komentar: Jumlah komentar pada film.

Subs.: Jumlah *subscribers*.