

## ABSTRACT

*Outdoor advertising has become one of the media that is in demand by advertisers. Including property advertisements that become opportunities for businessmen of property products in Yogyakarta. However, now the community is starting to be smart to find information about property products. They use current technology such as the internet, websites, social media to convince them to make decisions to buy a property product. Because with the information they get on the internet, websites, social media, consumers can dig deeper information about property products that they see in outdoor advertising. The formulation of the problem in this study is how the influence of exposure to outdoor advertising in residential property products and the activity of seeking information on the public's response to property advertising. The purpose of this study is to find out how intense people are affected by advertising, how quickly people actively seek information and how significant the influence of exposure to outdoor advertising on residential property products and the activity of seeking information on people's responses to property advertising. The method used in this study is quantitative. The conclusion of this study is based on the results of multiple linear regression analysis found that there is a positive and significant influence between how intense people are exposed to advertising, how quickly people actively seek information and the influence of exposure to outdoor advertising in residential property products and the activity of seeking information on people's responses about property advertising.*

*Keywords: Outdoor Advertising, Residential Property Products, Active Information Seeking.*