

## THE EFFECT OF ELEVENIA TELEVISION ADVERTISEMENTS ON STUDENTS' BUYING INTEREST

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### Abstract

The presence of television advertisements certainly causes a significant shock to the Indonesian advertising media landscape. The effective impact of repeated advertising exposure is to gain the attention and experience of the individual recipients who are exposed to the advertising message, and openly accept the messages they convey. In addition to paying attention to the wants and needs of its consumers, Elevenia also always introduces and instills an image for consumers of its brand by using various advertisements including television advertising media. The purpose of this study was to find out how much influence the variable "Elevenia Television Advertising Exposure" had on "Student Buying Interest". The theory in this study is the Theory of Individual Differences. This theory examines differences - differences between individuals as targets of mass media when they are exposed, thus causing certain effects. The method used in this study is Quantitative with an Explanatory approach. The population in this study is the number of Untirta Communication Science Students Class of 2012, which is 106 students. The determination of sample size in this study used the Yamane formula, based on an error rate of 10%, so that the sample of respondents in this study was 51 samples of respondents. Meanwhile, the sampling technique used is Proportionate Stratified Random Sampling. The results showed that the Elevenia Television Ad Exposure produced a percentage value of 72.2%. Meanwhile, Student Buying Interest generates a percentage value of 70%. From the results of the correlation analysis test, it can be explained that the relationship between the variables "Advertising Exposure" and "Buying Interest" is 0.566. This suggests that the relationship between the two variables is of Medium value, as it is at a correlation interval of 0.40 - 0.599 as listed in table 3.11 of the Correlation Coefficient Interval. The result of the value of the coefficient of determination of the variable "Elevenia Television Advertising Exposure" to the variable "Buying Interest" is 0.513, then 26.31% of students' buying interest is the contribution of the advertising exposure variable, while the remaining 73.69% can be explained by other causes. With the results described in this study, that the calculated value (4.185) > t<sub>table</sub> (1.677). The figure shows that H<sub>0</sub> was rejected and H<sub>a</sub> was accepted. Keywords : Terpaan, Television Commercial, Elevenia, Student Buying Interest

### INTRODUCTION

Today, in every corner of life there is always a persuasion of buying, both subtle and bright. Even editorial columns in newspapers are sometimes inserted with covert promotions or advertisements. The audience was not surprised that in the middle of a beautiful singing show, a shampoo advertisement appeared. About 50% of magazine pages are also studded with advertisements ranging from car advertisements, refrigerators, toothbrushes, detergents, and so on. Persuasion – the persuasion comes from advertisers, public relations specialists, and various other professions who all use mass media to print sales. Persuasion

also comes from the media itself, whether it is about the quality of the media itself or the by-products.

Advertising or advertising can be defined as "any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor" (Ralph S. Alexander, Marketing Definition, 1965), (any form of nonpersonal communication about an organization, product, service, or idea paid for by one known sponsor). The meaning of "paid" in the definition indicates the fact that space or time for an advertising message must generally be purchased. The meaning of the word "nonpersonal" means an advertisement involving mass media (TV, radio, magazines, newspapers) that can transmit messages to a large number of groups of individuals at the same time. Thus, the nonpersonal nature of advertising means that there is generally no opportunity to get immediate feedback from the recipient of the message (except in the case of direct response advertising). Therefore, before the advertising message is sent, the advertiser must really consider how the audience will interpret and respond to the intended advertising message.

Advertising is one of the most recognized and most discussed forms of promotion, this is likely due to its wide reach. Advertising is also a very important promotional instrument, especially for companies that produce goods or services aimed at the wider community. Advertising spending in Indonesia in 2005 was recorded at around Rp 23 trillion rupiah. Television dominates 70 percent (Rp 16 trillion) of the value of advertising spending, newspapers Rp 6 trillion, magazines and tabloids around Rp 1 trillion.

Marketing strategy has a lot to do with communication. Advertising is one of the special forms of communication to fulfill the marketing function. To be able to carry out marketing functions, then what must be done in advertising activities, of course, must be more than just providing information to the audience. Advertising must be able to persuade the general public to behave in such a way in accordance with the company's marketing strategy to score sales and profits. Advertising must be able to direct consumers to buy products that the marketing department has designed in such a way, so that it is believed to meet the needs or desires of buyers. In short, advertising must be able to influence the selection and decision of buyers .

Advertising is like alcohol: the more you drink, the less you remember. Just two or three drinks apart, your memory can no longer be repaired. After only being treated to one or two competing ads, your memory of the first one will fade. What is real about alcohol is also a picture of consumers' memories of advertising. Memory, the ability to recall events or messages, can quickly fade when people are faced with other similar events in a short period of time. This knowledge became an established finding in psychology, but it is not well known in marketing science. Few people take it into account when planning an advertising media schedule or when people start assessing why their advertising campaign is "failing".

Advertising also serves to influence consumers to understand and be aware of the brand that will and has been their choice. Advertising can also be used to build a long-term image and be able to reach potential consumers even though they are far apart, therefore do not let marketers underestimate the role of advertising, because advertising is an effective way to spread the message or information of a brand to consumers.

There are many media that people use to advertise, one of which is through television. Television that has existed since 50 years ago only began to be known in Indonesia around 1962. In today's reform era, television can indeed be said to have captured people's interest in various parts of the world. Television presents a wide variety of program shows, both based on reality, fiction and a completely new creation. Television features a wide variety of broadcasts in various forms ; news, education, entertainment, and advertising. Even television as conveyed by Patricia Edgar can allow for live discussions, immediately after using the media, because television is usually enjoyed in groups.

Advertisers in television media have established a close relationship with the television industry, because the existence of this media is considered a powerful means of conveying provocative messages to the target audience as its prey. The role of television advertising is what keeps television broadcasts alive and can survive in carrying out their broadcasting programs. Television and advertising can be likened to starlings with rhinos that are mutually beneficial, where starlings get food from fleas attached to the rhino's body, while the rhinoceros does not need to bother cleaning its body, maybe other animals will certainly roll around in cleaning the fleas. Likewise with the link between television and advertising, where both are the convergence of two interests of almost the same market segmentation. This can

be interpreted to mean that advertising requires media as a means of delivering products that will be informed to the wider community, while television requires advertising for operational financing and development of its broadcast programs.

The presence of television advertisements certainly caused a significant shock to the Indonesian advertising media landscape. The amount of advertising billing in Indonesia has indeed shown an increase since the growth of private television stations which immediately became advertising media. However, it is also clear that almost all of the increase in advertising budgets is solely enjoyed by the television sector.

Television creators or advertisers must have a creative concept. Usually, advertising scriptwriters and art directors will work together to come up with many creative concepts, in the hope that one of those concepts will be an interesting big idea. Therefore, the creators of the advertisement must determine the best message content, message structure, message format and message source, so that the message that will be used to create a television advertisement can attract the attention of viewers .

According to Rangkuti will easily carry out various marketing strategies for the company to win the market. This is also done by an online buying and selling site company in Indonesia, namely Elevenia.

Different from most of the leading online shopping sites in Indonesia, Elevenia concentrates on the concept of an open marketplace. Through this concept, this site that claims to be an online shopping paradise brings together sellers and buyers to transact safely on a shopping site platform.

Elevenia is arguably still a "new kid" in the realm of e-commerce. However, since its inception in March 2014, significant growth has been achieved.

Currently Elevenia already has more than 14,000 registered sellers, more than 1.7 million products and for now the Elevenia site is visited by 8-9 million visitors every month. So it can be said that Elevenia is growing well. This growth is an achievement in the midst of fierce competition in the field of ecommerce with online shopping sites both those that already have a large market and those that are just starting out. This achievement is inseparable from a principle applied by Elevenia, namely "Abundant" which refers to the large number of products and "Convenient" which refers to the convenience of transactions.

To meet the needs of consumers, Elevenia has 8 product categories offered. Some of them are the categories of fashion, beauty and health, babies and kids, home and garden, gadgets and computers, electronic, hobby and service and food. These products come from various sellers with a variety of price ranges that are also diverse so that buyers have many choices. In addition to paying attention to the wants and needs of its consumers, Elevenia also always introduces and instills an image for consumers of its brand by using various advertisements including television advertising media.

The condition of consumer awareness of Elevenia, with the slogan (tagline) "Your Online Shopping Paradise", makes Elevenia known by consumers and potential consumers as an easy and cheap online buying and selling site. The ad show that presented Cinta Laura Kiehl as an advertising endorser as well as Elevenia's Brand Ambassador that was shown was enough to attract the attention of viewers to watch it, especially teenagers and students who began to turn to the world of online buying and selling. Awareness of recalling consumers and potential consumers towards online buying and selling sites is what makes this phenomenon interesting to study. Advertising activities through various media, one of which is television, are suspected to be a success for the producer's efforts to instill positive memories of Elevenia products to their consumers.

According to Henry Assael, buying interest is a consumer's tendency to buy a brand or take actions related to a purchase as measured by the degree of likelihood of the consumer making a purchase.<sup>11</sup> Elevenia provides reward points for both the buyer and the seller. Sellers can collect these points and exchange them for things that can increase sales such as ad placements. While buyers can get a discount from the accumulated points. Not only that, Elevenia also provides an 11% discount on all products for buyers on the 11th of each month. Elevenia called this event Elevenia Anniversary Day. Elevenia regulates transactions by asserting that nothing is free in e-commerce by stating that there is sales commission money from sellers. Elevenia gets 5% of every transaction of electronic products and gadgets, and 10% for other products. In addition, for now, Elevenia also provides an Anniversary program, whose prizes are in the form of 1 unit of Toyota Etios car and shopping vouchers worth 1 million rupiah. This program is valid for all elevenia.co.id customers. Elevenia also prepares various attractive promos and the warmest surprises every day. One of the warm surprises is

that buyers can win several prizes just by registering as elevenia members or downloading the elevenia application on a smartphone. For smartphone users, they can download the elevenia application on Google Play for Android users and also on the Apple Store for iOS users. Not only that, for XL users, they can access elevenia via mobile browser for FREE!. With the aim of holding this program, namely to increase the number of purchases

## RESEARCH METHODS

This research method is quantitative research. Quantitative research is a systematic scientific research of parts and phenomena and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories and / or hypotheses related to natural phenomena. Quantitative research methods are used to examine certain populations or groups, data collection using certain instruments. The data that has been collected is then analyzed quantitatively using Explanatory research. Explanatory is a study that connects or searches for the causation of two or more concepts or variables to be studied. Explanatory research can be divided into two properties, namely: comparative (comparing between one variable with another) and associative (explaining the correlation relationship between variables). In this study, it also connects or seeks causation between two or more concepts (variables) to be studied. A variable is a measurable concept.

From this understanding, it can be interpreted that the researcher tries to describe and explain why a phenomenon can occur and how much influence it has, and the researcher tries to explain the relationship that occurs between two or more variables

## RESULTS AND DISCUSSION

After distributing the questionnaire to 51 samples of respondents, then reviewing, and analyzing the data obtained. Researchers found that the exposure of Elevenia television advertisements had a positive effect on the buying interest of FISIP Communication Science Untirta students class of 2012.

The Elevenia Television Ad Exposure Variable (X) is measured by three indicators of Ad Exposure from William Wells, John Burnet, and Sandra Moriarty, namely Frequency (how

often the ad is viewed and read), Intensity (how far the audience understands the advertising message), and Duration (how long the audience pays attention to the ad).

Calculations show that Elevenia Television Advertising Exposure produces a percentage value of 72.2%, this shows that Elevenia Television Advertising Exposure has had a good influence. However, it should be noted that respondents assessed several indicators in the questionnaire statement that showed that the exposure of advertising was still not attractive. The uninteresting thing based on these indicators is regarding:

a. In the Intensity indicator is regarding the tagline of the Elevenia ad, the results show that respondents have not paid attention to the tagline of the Elevenia television ad. Therefore, it is necessary to pay attention to the delivery or affirmation of the Elevenia tagline in advertising must be prioritized so that consumers can always remember the Elevenia tagline when they want to shop online.

In general, every company always wants to achieve success in its business field, in the sense of always trying to keep the survival of its business successful. This situation can be achieved or occur if the company succeeds in marketing the products produced properly.

Public relations and advertising are tools that are often used to achieve success in product marketing. Advertising and Public Relations are different but correlational tools. Actually, advertising and Public Relations have almost the same goal, that is, they both want to introduce products from a company. In addition, advertising and Public Relations both use third persons. But the difference is, the third person in Public Relations is deliberately created as the main conveyer, while the third person in advertising tends to be used as a testimonial. Both advertising and Public Relations have their own advantages and disadvantages. The advantage of advertising is that it has a wide reach because advertising is always in the mass media to which it is attributable very wide. In addition, advertisements also have a message that can be more controlled because advertisers buy space in the mass media. Another plus of advertising is the delivery of messages developed through evocative creativity. Meanwhile, the advantages of Public Relations are stronger message credibility, relatively lower costs because they do not have to buy space in the mass media, and messaging skills developed through simulations in the social environment.

In addition to the advantages, of course, advertising and Public Relations have disadvantages.

The downside of advertising is the lower credibility of the message and the larger budget allocation due to buying space in the mass media, both above the line and below the line. Meanwhile, the weakness of Public Relations is that the process of creating credibility takes longer because the message must be built on belief. From these advantages and disadvantages, it appears that there is a complementary function between advertising and Public Relations. So, the combination of these two things is the right choice to achieve the same goal.

In almost every advertisement, it will certainly display product and company names, styles, symbols and other persuasion techniques which are basically included in Public Relations activities. Creating a positioning and awareness of products to the public is the purpose of Public Relations activities and advertising can be a means of this. An effective marketing is one that can combine Public Relations and advertising with creative, smart, and on target.

This concept will help Public Relations and companies engaged in advertising services to maximize the services provided. Although in this study, researchers only focused on advertising exposure to buying interest.

Elevenia must maximize the role of Public Relations in the form of better listening to what customers want and expect, so that good customer relations will be more intertwined, this will at the same time foster a sense of security, trust, high loyalty by customers. So that the goal of Elevenia, which is to make Elevenia the leader of the online market, will be achieved. The Student Buying Interest Variable (Y) is measured by four buying interest indicators from Ferdinand Augusty, namely the Transactional Interest, Referral Interest, Preferential Interest, and Exploratory Interest indicators. Calculations show that students' buying interest produces a percentage value of 70%, this shows that students' buying interest is considered good. There are several indicators in the questionnaire statement that indicate that buying interest is still not good in the eyes of respondents. Things that are considered not good based on these indicators are:

a. In the Transactional Interest indicator 2 is about the products listed on the Elevenia site making respondents want to always use the product in daily activities, respondents consider that the product that the respondent buys is a product that is not used for daily needs.



b. In the Prefrencial Interest indicator regarding Elevenia is the main alternative to online shopping, the answer does indicate that the respondent gave a fairly positive response, but the result is slightly proportional to the answer of the respondent who chose the statement "disagree".

Cutlip, Center and Broom said marketing and public relations are mutually supportive functions, and each makes it unique to build and maintain many relationships that are essential for the organization to gain and grow, as well as to eliminate risks. This is in keeping with the idea that PR is essential in the process of integrated marketing communication, contributing in its own way but also consistent with the way to achieve marketing goals.

Thomas M. Harris in his book *The Marketer's Guide To Public Relations*, stated the definition, MPR is a process of planning, implementing, and evaluating programs that encourage buying interest and consumer satisfaction, through the delivery of convincing information and impressions in an effort to show that the company and its products are in accordance with the needs, desires, and interests of consumers.

Elevenia should not focus too much on conveying information through advertising alone, but must also carry out good marketing communication in order to promote all information related to customers' buying interest.

The purpose of this study was to determine whether or not there was an influence between the variable "Elevenia Television Advertising Exposure" on "Buying Interest", and to measure how much influence between the two variables. From the results of the calculation of questionnaire data obtained from 51 samples of respondents through the SPSS 20 program, it is known that the correlation value results are 0.566. This suggests that the relationship between the two variables is of Medium value, as it is at a correlation interval of 0.40 - 0.599 as listed in table 3.11 of the Correlation Coefficient Interval.

Correlation shows a positive number, meaning that correlation shows the same direction in the relationship between variables, meaning that if variable 1 is larger, then variable 2 will be even greater. While the probability of the relationship between the variable "Elevenia Television Advertising Exposure" and "Student Buying Interest" is 0.000, the probability number between these variables is < (smaller than) 0.05 so it can be said that the relationship between the two variables is significant.

With a coefficient of determination value of 0.513, it produces an influence of 26.31%. This means that 26.31% of the variable "Student Buying Interest" is the contribution of the variable "Elevenia Television Advertising Exposure". While the remaining 73.69% (100% - 26.31%) can be explained by other reasons.

From a simple linear regression test, the following linear equation is obtained:  $Y = 1.333 + 0.436X$ . Thus, if there is no change in the Ad Impression (X) included in the free variable then the Buy Interest (Y) value is 1.333 as the constant value for the bound variable. And any addition of Ad Exposure (X) will affect the increase in Buying Interest (Y) by 0.527.

This can be said to be in accordance with the theory used and relevant in this study, namely the Theory of Individual Differences. This theory examines differences - differences between individuals as targets of the mass media when they are exposed, thus causing certain effects. According to the theory of individual differences, the individual - the individual as a target member of the mass media effectively, pays attention to the messages especially if the message conveyed relates to his interests, consistent with his attitudes - attitudes.

In accordance with his beliefs supported by his values. Individual responses to messages - they are altered by their psychological order. So the effect of mass media on mass media audiences is not uniform, but rather diverse because each individual differs from each other in its psychiatric structure. The basic assumption of this theory is that human beings vary greatly in organization, psychologically, personally. This variation partly starts from the support of biological differences, but is due to different individual knowledge

## CONCLUSION

Based on the results of research that has been carried out, namely about the Effect of Elevenia Television Advertisements on the Buying Interest of Untirta Communication Science Students Class of 2012, researchers can draw the following conclusions:

1. Elevenia's television advertisements are categorized as good, with a percentage of 72.2%.

This shows that the exposure of Elevenia television advertisements can have a good influence in increasing customer buying interest based on table 4.12 (in this study customers were Untirta Communication Science students Class of 2012).

2. Meanwhile, Elevenia customers' buying interest is categorized as good, with a percentage of 70% based on table 4.12. This shows that buying interest is the contribution of advertising exposure. The high interest in buying students is influenced by advertising.

3. From the results of the correlation analysis test, it can be explained that the relationship between the variables "Advertising Exposure" and "Buying Interest" is 0.566. This suggests that the relationship between the two variables is of Medium value, as it is at a correlation interval of 0.40 - 0.599 as listed in table 3.11 of the Correlation Coefficient Interval. In table 4.26, it can be seen that the probability of the relationship between the variable "Elevenia Television Advertising Terpa" and "Buying Interest" is 0.000, the probability number between these variables is < (less than) 0.05 so it can be said that the relationship between the two variables is considered significant. The result of the value of the coefficient of determination of the variable "Elevenia Television Advertising Exposure" to the variable "Buying Interest" is 0.513. This means that 26.31% of the variable "Buying Interest" is the contribution of the variable "Terpaan Elevenia Television Commercials". While the remaining 73.69% (100% - 26.31%) can be explained by other reasons. From a simple linear regression test, the following linear equation is obtained:  $Y = 1.333 + 0.436X$ . Thus, if there is no change in the Ad Impression (X) included in the free variable then the Buy Interest (Y) value is 1.333 as the constant value for the bound variable. And any addition of Ad Exposure (X) will affect the increase in Buying Interest (Y) by 0.527. It is necessary to conduct further research to explain these other causes.

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