



Antecedents of Advertising Value to Brand Awareness and Subscription Intention (Case of Disney+ Hotstar Ads on Youtube Ads)

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ABSTRACT

Each advertisement that is displayed has its own value (advertising value) for the audience which can be in the form of entertainment, informativeness, customization and irritation. With these four elements in an advertisement, it is hoped that the advertisement will further increase brand awareness and subscription intention. This study was conducted to determine the relationship between the variables of entertainment, informativeness, customization and irritation, advertising value, brand awareness & subscription intention. Based on the results of data analysis that has been carried out, it is concluded that, first, entertainment has a positive influence on advertising value. Second, informativeness has a positive effect on advertising value. Third, customization has a positive effect on advertising value. Fourth, irritation does not have a significant negative effect on advertising value. Fifth, advertising value has a positive influence on subscription intention. Sixth, advertising value has a positive influence on brand awareness. Seventh, brand awareness has a positive influence on subscription intention.

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1. Introduction

Along with the development of the times and the increasingly diverse needs of society, marketers compete to market their products to attract people's attention. The way to advertise products also evolves from time to time following technological developments. The world of advertising has changed from traditional media such as TV, newspapers, magazines and direct marketing to digital. This is done by the company to build a positive image and relationship between the company and consumers.

According to Aziza and Astuti, (2018) advertising value is a subjective evaluation of the usefulness of advertising that is watched by the audience and is used as a measure of the effectiveness of advertising. Still according to Aziza and Astuti, (2018) there are four dimensions in advertising value, including entertainment, informativeness, customization and irritation.

The increase in internet users in Indonesia from year to year makes social media one of the marketing channels that are increasingly being looked at. Based on data published in Katadata.co.id, Youtube is the platform most often used by social media users in Indonesia aged 16 to 64 years. Youtube is ranked first with a percentage of 88% among other social media. Youtube provides a place for companies to market their products using advertisements, namely Youtube Ads. Youtube Ads that are most often installed are pop up ads that are present between video content.

Based on information obtained from the medcom.id website, there are several products that are in the top ten ads that can be skipped in early 2021. The top five rankings include Disney+ Hotstar Indonesia, Sambal ABC, Pocari Sweat, Gojek and Tokopedia. Disney+ Hotstar which is ranked above is an online platform that provides streaming services. According to Soenarso, (2020) there was an increase in online streaming users from 51.8% to 56.4%, especially during the pandemic. This increase allows Disney+ Hotstar, which is aggressively advertising on Youtube Ads, to beat Netflix, an online streaming competitor that was first present in Indonesia.

The various types of Youtube Ads that exist are used to stimulate brand awareness to consumers (Ahmad et al. 2020) Brand awareness is not created just like that, companies must channel creative ideas in their promotional media. In conducting its business, the company can use various media that are considered effective and suitable to represent the product to be marketed. This is done to raise awareness of the product to consumers which can increase sales and customer satisfaction.

2. Theoretical review

2.1 Online Advertising

According to Juditha (2017), the growth of advertising in online media can show that the world is entering the era of the digital economy which is increasingly clarified by the increasingly widespread development of business or trade transactions that use the internet as a communication medium, including advertising in social media or online advertising. According to Prasetyo et al. (2016), online advertising is divided into several forms, such as video advertising, self service advertising and contextual advertising. While the drawback of online advertising is that not everyone can access the internet, and it is difficult to measure its effectiveness.

2.2 Advertising Value

Advertising Value is a subjective assessment of the value and benefits of an advertisement to customers (Dehghani et al, 2016). Advertising Value is a benchmark for the effectiveness of an advertisement and can function as an index of customer



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satisfaction with the communication of a product in an advertisement (Haida & Rahim, 2015). According to Sulistiowaty et al. (2011) the relationship between advertising and advertising value will be needed to be used as a determinant of whether an advertisement is valuable or not so that it can influence potential customers to make a purchase.

2.3 Entertainment

According to Sulistiowaty et al. (2011) entertainment in an advertisement can be conditioned when the audience feels entertained when watching the advertisement. Entertainment in an advertisement can be explained as the excitement and popularity of advertising content for the audience to enjoy (Firat, 2019). According to Najib et al. (2016) the entertainment element in an advertisement can be explained as the ad's ability to meet the audience's needs for escape, diversity, aesthetic satisfaction and emotional satisfaction.

2.4 Informativeness

Informativeness in an advertisement can be explained as the ability of advertisements to inform alternative products and services in advertisements aimed at the audience (Sulistiowaty et al, 2011). According to Firat, (2019) the element of information contained in advertisements, especially Youtube Ads, provides information about businesses, products, services or brands. According to Najib et al. (2016) the informativeness element in an advertisement can be interpreted as the ability of advertising to convey information to meet the needs of the audience.

2.5 Customization

Customization in an advertisement can be illustrated when the advertisement is adapted for the audience to meet the specifications that satisfy the audience (Najib et al. 2016). According to Agustina et al. (2016) customization is a practice of modern marketing that emphasizes a personal relationship with the audience. According to Bright and Daugherty, (2012) customization in a media signifies the existence of technological developments that can give consumers the effect of exposure to an advertisement.

2.6 Irritation

The irritation element in an advertisement occurs when the audience feels cheated, deceived and becomes confused by the content of the advertisement (Sulistiowaty et al. 2011). When the audience who is watching the advertisement feels bored and feels that the advertisement is blocking the work or activity being carried out, especially on Youtube Ads (Firat, 2019). According to Najib et al. (2016) the irritation element in an advertisement has become a significant problem in advertising, as a result of promotion being ineffective and building a negative image in the minds of consumers or audiences.

2.7 Youtube Ads

According to Slamet et al. (2019), Youtube is a popular video sharing site connected to all countries. It can be said that Youtube is a video sharing based platform that displays interesting videos or videos with certain content. According to Krismawintari, (2018) there are several types of Youtube Ads two of them are *In-Stream Videos* where viewers are required to watch the ad for 15 seconds then can press the skip button and the In-Video that appears when the video starts. According to Juliansyah, (2020) various categories of advertisements are displayed on Youtube Ads, the top three of which are online services, devices and communication services.

2.8 Brand Awareness

A brand is a symbol in the form of a name, Fig, word, letter, color, number and a combination of all these elements that are unique and are used in trading activities for goods and services (Tjiptono & Diana, 2016). Brand awareness is when potential buyers can recognize and recall that a brand is part of a certain product category (Timpal et al. 2016). According to Rachma and Hufron, 2020, the ability of prospective buyers to remember and have awareness of the brand being advertised allows consumers to enter the brand into the list of products to be purchased.

2.9 Subscription Intention

According to Kurniawan et al. (2011) subscribe is an activity carried out when someone subscribes to a blog or other service offering with the aim of getting more information or being able to use the services offered from service providers. Blogs with high subscribers reflect that the blog has interesting, accurate and good quality content (Ramadhayanti, 2019). According to Yusuf and Indrawati, (2019) subscription intention can be interpreted as a person's desire to pay according to the content enjoyed so that content can be enjoyed anytime and anywhere.

2.10 Theoretical Framework

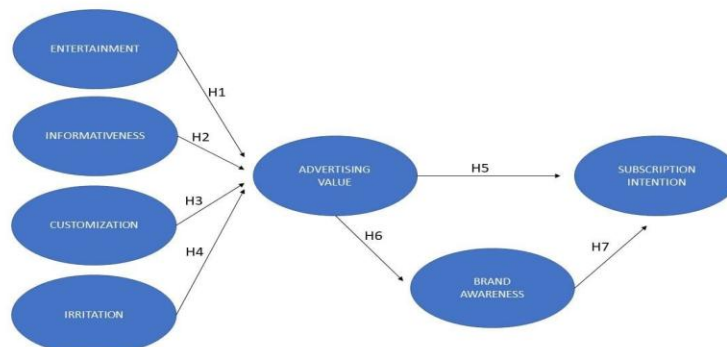


Fig 1. conceptual framework



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- Based on the conceptual framework Fig above, there are hypotheses in this study, including:
- H1: *Entertainment* positive effect on advertising value.
 - H2: *Informativeness* positive effect on advertising value.
 - H3: *Customization* positive effect on advertising value.
 - H4: *Irritation* negative effect on advertising value.
 - H5: *advertising value* positive effect on subscription intention.
 - H6: *advertising value* positive effect on brand awareness.
 - H7: *Brand awareness* positive effect on subscription intention.

3. Method

The type of research used in this research is quantitative research, because the method used to collect data is by using a questionnaire or questionnaire. In this study, there are objects to be studied, namely Entertainment, Informativeness, Customization, Irritation, Advertising Value on Youtube Ads, Brand Awareness and Subscription Intention. The subject of this research is the audience who has seen Disney+ Hotstar ads on Youtube Ads.

The population in this study are internet users who have watched advertisements on Youtube. Determination of the sample used in this study is convenience sampling where sampling for research is based on the availability of elements and the ease of obtaining them. The sample used in this study are internet users who have watched Disney+ Hotstar ads on Youtube Ads. The number of samples obtained in this study has exceeded the minimum number of samples as many as 210 respondents.

In this study, there are 2 types of validity tests to analyze the data results, namely the convergent validity test and the discriminant validity test. The data analysis method used in this research is PLS SEM with Smart PLS 3.0 software.

4. Results and Discussion

Table 1.
Structural Model Test Results

Dependent Variable	Independent Variable(s)	Original Sample	T-Stat	P-Value	Information
Advertising Value	Entertainment	0.436	7,169	0.000	Supported
	Informativeness	0.199	2,868	0.004	Supported
	Customization	0.254	4,819	0.000	Supported
	Irritation	0.053	1,243	0.215	Not supported
Brand Awareness	Advertising Value	0.681	16,923	0.000	Supported
Subscription Intention	Brand Awareness	0.378	6,130	0.000	Supported
	Advertising Value	0.467	7,807	0.000	Supported

Based on the table above, it can be seen that six of the seven hypotheses proposed are all significant or supported and there is one hypothesis that is rejected, namely the effect of irritation on advertising value. Indication of whether a hypothesis is supported or not can be determined from the critical value and p-value. Where the limit for t-stat is more than 1.96 and the limit for p-value is less than 0.05. Based on table 4. it can be concluded that the six hypotheses have been accepted.

H1 states that entertainment has a positive effect on advertising value with a path coefficient of 0.436. The first hypothesis has a t-stat of 7.169 and a p-value of 0.000. Thus, based on these limits, it can be concluded that H1 is accepted.

H2 states that informativeness has a positive effect on advertising value with a path coefficient of 0.199. The second hypothesis has a t-stat of 2.868 and a p-value of 0.004. Thus, based on these limits, it can be concluded that the second hypothesis is accepted.

H3 states that customization has a positive effect on advertising value with a path coefficient of 0.254. The third hypothesis has a t-stat of 2.868 and a p-value of 0.004. Thus, based on these limits, it can be concluded that H3 is accepted.

H4 states that irritation has a negative effect on advertising value with a path coefficient of 0.053. The first hypothesis has a t-stat of 1.243 and a p-value of 0.215. Thus, based on these limits, it can be concluded that H4 is rejected.

H5 states that advertising value has a positive effect on subscription intention with a path coefficient of 0.467. The fifth hypothesis has a t-stat of 7.807 and a p-value of 0.000. Thus, based on these limits, it can be concluded that H5 is accepted.

H6 states that advertising value has a positive effect on brand awareness with a path coefficient of 0.681. The sixth hypothesis has a t-stat of 16.923 and a p-value of 0.000. Thus, based on these limits, it can be concluded that H6.

H7 states that brand awareness has a positive effect on subscription intention with a path coefficient of 0.681. The seventh hypothesis has a t-stat of 16.923 and a p-value of 0.000. Thus, based on these limits, it can be concluded that H7 is accepted.

5. Conclusion

Based on the results of data analysis, it can be concluded several things: 1) *Entertainment* has a positive influence on advertising value, 2) *Informativeness* has a positive influence on advertising value, 3) *Customization* has a positive influence on advertising value, 4) *Irritation* does not have a negative effect on advertising value, 5) *Advertising value* has a positive influence



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on advertising value. subscription intention, 6) *advertising value* has a positive influence on brand awareness, 7) Brand awareness has a positive influence on subscription intention.

The advice that can be given through this research is that Disney+ Hotstar can continue to maintain and develop elements of entertainment, informativeness and customization in each of its advertisements to add advertising value in order to create a desire to subscribe to the audience. And further research is also recommended to examine other objects besides online streaming products.

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