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The Influence of "We are MSG" Advertising Exposure to Brand Awareness Among K-Pop Fans

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Abstract

The culinary world is often associated with cooking activities to food seasonings. Image MSG as a food seasoning is often associated with a bad influence on one's health and intelligence. Sasa one of the leading MSG producers in Indonesia once advertised with the title "Welcome Back Micin Swag Generation" by joining the young agency Finch to overcome the negative connotations that appear in society. This study examines the relationship between advertising by Sasa and changes in the negative brand image of MSG products.

In this study, researchers collected data with a questionnaire. Questionnaires were distributed to 170 respondents who were members of K-pop fan groups using a random sampling technique, namely simple random sampling. The object of this research was advertising exposure by Sasa.

The results of this study indicate that the level of exposure to Sasa advertisements has a positive effect so that a directly proportional correlation arises between the two variables but the effect is at a moderate level of 31.9% on changes in brand awareness of MSG Sasa products with a coefficient value of 0.565. It can be said that the advertising message of "We are MSG" can be conveyed well to the public, that the better the advertising message, the greater the influence of someone to understand and have brand awareness of the product.

This study concludes that exposure to the Sasa advertisement "We are MSG" has a significant positive effect on the brand awareness of K-pop fan group members. Where several factors, namely the frequency, duration, and intensity of these three dimensions, prove that there is a significant influence on brand awareness of Sasa products so Ad Exposure becomes very important to be able to change the perceptions and views of those who see it.

Keywords:

How to Cite:

INTRODUCTION

According to (Tjiptono & Diana in Agustine, 2023) advertising (advertising) is any form of presentation and promotion of ideas, goods or services that are paid for by identified sponsors. Advertising is designed to achieve various objectives, namely making the target market aware of a new brand, providing consumers with an understanding of the various attributes and benefits of the brand that has been advertised compared to competing brands, increasing attitudes and influencing the desire to buy, attracting the target to try the product, encourage repeat purchase behavior (Shimp in Zufikar Alvin and Subarsa Yuliaty, 2019).

Saksono (in Martono, Rahardiyono and Pamekas, 2023) says effectiveness is how much the output stickiness is achieved with the expected output from a number of inputs. Laskey et al in Ardikoesoema (2022) state that the effectiveness of an advertisement depends on whether consumers can remember the message conveyed, understand the message, be influenced by the message and ultimately buy the advertised product.

A company can determine the message appeal according to the product to be advertised, which is usually humor, fear, guilt, sexual, and subliminal (Shimp and Andrews, in Aurellia). Shimp (in Tito and Gabriella, 2019) said that there are several attractions that are often used in making advertisements such as endorsers (supporting roles), elements of humor, fear and guilt as binders, the appeal of advertising music, and the use of sexual elements in advertising. .

Exposure is an opportunity for viewers, readers or listeners to see or hear advertisements. That means being seen, or heard is an important goal for media planners who are trying their best to expose the target audience to the message of the advertisement. Exposure itself does not provide a guarantee that it will affect consumers who are exposed to the message conveyed, even though exposure is the main stage of processing information.

Sasa under the auspices of PT Sasa Inti, a brand as a pioneer in the MSG category, has experienced a mature stage. When a brand enters the mature phase, brand owners must begin to be careful and set alert signals. Mature stage is part of the product life cycle, namely the sales growth rate slows down (not negative) in this phase, here you can see which products are winners and which are not. At that time, generally the beginning of the decline occurred..

The Sasa Inti company is currently partnering with a new creative agency, namely Finch, a subsidiary of Flock, to innovate its communication strategy through campaigns. The campaign, which was released at the end of January 2020, has the goal of making Sasa a brand or MSG brand that is both an aspiration and an inspiration for the 'micin generation'.

Reported in Mix.co.id (2020) Albert Dinata, GM Marketing at PT Sasa Inti, said Sasa MSG wants to increase engagement and familiarity for the current generation and become a brand that provides aspirations as well as inspiration for the millennial generation. "The Micin Generation campaign will be present in an integrated marketing campaign that includes all media channels, such as TV commercials, social media and digital, cineplex, radio, brand activation (brand activation), and also at the retail (store) level to support on the road to markets,".

From the explanation above, the researcher is interested in examining the influence of exposure to Sasa advertising messages on brand awareness. The theory tested is the Theory of Ad Exposure and Information Processing in Attitude Changes through a survey method on members of K-pop fan groups, namely K-pop girl groups from South Korea.

Based on the formulation of the problem that we have described above and in order to make it easier for the writer to find out and dig deeper into the research, the writer will determine the research focus as follows:

1 . How much influence does the frequency of exposure to Sasa's "We are MSG" adverts have on brand awareness among K-pop fan group members?
2. How much influence does the exposure intensity of Sasa's "We are MSG" advertisement have on brand awareness among members of K-pop fan groups?

3. How much influence did the exposure duration of Sasa's "We are MSG" advertisement have on brand awareness among K-pop fan group members??

LITERATURE REVIEW
Advertising Exposure Theory

Exposure is an activity that aims for advertisements to be seen or heard by audiences so that audiences can be exposed to the contents of the message. According to Moriarty et al (in Librianty, et al., 2022) exposure in communication science is the behavior of media use which has three indicators namely frequency, intensity, and duration. Frequency is how often the ad is seen and read, intensity means how far the audience understands the message conveyed, and duration means how long the audience pays attention to the ad being shown.

Advertising exposure indicators are as follows.

First, Frequency. Frequency is a dimension in which the number of times the audience is exposed to media exposure, especially ad impressions for a certain duration. The level at each frequency that each audience has can certainly influence them in building trust in the brand of the advertised product.

Second, Duration. Ad duration is how long the audience pays attention to an advertisement. How long the ad is seen, heard and read. Meanwhile, viewing duration is how long the average time spent by the audience when watching advertisements in one viewing time. Third, intensity. Intensity is how deep the audience is when they pay attention to something displayed by the mass media. So the intensity of watching is how much attention is paid by the audience when watching the show

Advertising

One of the important tools in selling a brand or name to a consumer is advertising. Advertising media can convey the features of the product and the benefits that consumers can get. Companies can adjust advertisements to target audiences and the company's ability to advertise in a media (Riauan, in Maisyaroh et al, 2022).

According to Kriyantono (2019) advertising or advertisement is a product in which advertisements are generated from advertising activities (advertising). Based on the above understanding, advertising is the product (goods, messages, objects) while advertising is the process of its activities, starting from designing, making to advertising campaigns that are distributed to consumers.

Advertising also has at least five functions, as cited by Shimp and Andrews (in Aurellia, 2020) as follows, the first is to inform, where advertising can raise awareness of new brands, provide education about benefits and distinguishing features of brands/brands , and provides for the creation of a positive product image. The second effect is that advertising influences consumers to try a product being advertised.

Several factors must be reviewed when advertising, the criteria used to determine the main factor is whether the information will influence the choice of advertisement used. First, Timing. This will be always important and divided into several aspects, when should the marketing concept be ready, when will the ad run and How long will the ad run The timing of each stage will greatly affect what can and cannot be achieved.

Information Processing in Attitude Change

During the persuasion process, the communicator needs to focus on things that are very important so that the contents of the message can be understood by the audience so that the audience will clearly agree on the conclusion of the message to be conveyed. This understanding is closely related to the cognitive processes involved in the formation and change of attitudes.

Communication psychology has the effect of growing audience attention to something higher than others if it is in the cognitive area. This attention will lead to increased consumer or public knowledge about the products offered previously.

McGuire (in Aurellia, 2020) argues that the concept of information processing will go through six steps, namely presentation, attention, understanding, acceptance, memory, and behavior. The approach will look at various independent variables in communication studies, such as the scene and the contents of the advertising message in the case of this study, which bring about a change in attitude by focusing on the message content of an advertisement.

Following are the six steps of information processing. First, the presentation (Presentation). Presentations can be done appropriately and attractively so that individuals become interested and like the contents of the message. Second, attention (Attention). Attention that is presented properly will make someone want to voluntarily devote their attention.

Third, understanding (Comprehension). Individual understanding of the contents of the message is more easily accepted when the individual pays attention to it. Fourth, acceptance (Yielding). Acceptance of the contents of the message by a person or individual on the basis of approval within him. Fifth, memory (Retention). The contents of the message will be formed strong and maintained in the minds of individuals. Sixth, behavior (Behavior). The message will manifest in the form of personality or individual behavior.

RESEARCH METHODS

According to Sugiyono (2019: 55), the object of research is various things in whatever form the researcher has decided to study in order to get information about it, then conclusions are drawn. It can be seen that the object of this research is auditor performance which is influenced by intellectual intelligence, emotional intelligence, spiritual intelligence, and adversity intelligence.

The object of this research is a member of a Kpop fan group on Whatsapp. Overall this study examines the influence of Sasa advertising exposure in increasing Sasa brand awareness among members of K-pop fan groups. At present many do not know for sure the use of micin itself, many think that micin is a negative material, especially among young people.

The emergence of K-pop as an inseparable part of the Korean Wave fever that has hit Asia and the world has created a media audience that is usually identified with fanatical people. His obsession with idols is often seen as too much. This research looks at how fans as audiences who consume text through the media towards an advertisement.

Based on the results of the IDN Times survey (2019), 40.7% of K-Pop fans in Indonesia are from 20-25 years old, 38.1% are 15-20 years old, 11.9% are over 25 years old and the highest percentage is a few came from the age of 10-15 years, namely as much as 9.3%. In addition, the demographics of K-Pop fans in Indonesia are also dominated by women, namely 92.1%. In this phenomenon, Sasa, as the pioneer of micin products, made an innovation through the advertisement "We Are Micin Generation" with the aim of conveying the message that micin is harmless and can be consumed wisely.

Based on this understanding, the researcher wants to see advertising exposure from Sasa and select members of the K-pop fan group to be used as the current research object, where K-pop fan members are widespread throughout Indonesia and also have an age range that matches what Sasa wants in terms of market expansion.

In the research conducted this time, the approach that will be used by researchers is a quantitative approach. According to the view of Hermawan (2019), Quantitative is research that is inductive, objective, and scientific in nature, where the data obtained is in the form of numbers or statements that are assessed and also analyzed using statistics.

In this study, researchers will also use a survey approach. The survey approach itself according to Sugiyono (2019: 57) says that the research method using surveys is a method that can be used in a quantitative study. This research will use explanatory research. Where according to Sugiyono (2017: 6) the meaning of an explanatory survey is a research method that has the intention of explaining the position between the variables to be studied and also the influence between one variable and another.

The use of this survey has the aim of being able to test a theory or hypothesis and to strengthen or be able to reject existing theories or research results. Besides that, it can also be used to test the proposed hypothesis, so that it can be expected that this research can describe the relationship between the two variables in this study.

In this research, the variables that will be used in the research consist of independent variables or independent variables and also dependent variables or dependent variables. The definition of the variable itself according to Sugiyono (2019: 67) is an attribute or trait and also the value of a person, object, organization, or activity that has a certain variety of variations determined by the researcher to be studied and also will then be drawn into a conclusion study.

The variables used by researchers in this study are the independent variable and the dependent variable. The independent variable is the influencing variable, while the dependent variable is the affected variable. In a study entitled "The Effect of Exposure to Sasa Advertising "We Are MSG" on Brand Awareness, the effect of exposure is the independent variable (X), while brand awareness is the dependent variable (Y).The data collection method is a step that is also very important in carrying out research. Based on Sugiyono's opinion (2019: 194), there are several steps that can be taken in carrying out data collection methods such as interview steps, questionnaires (questionnaire), observation, and also a combination of these three steps.

The data collection carried out in this study uses some data which will be analyzed in the following ways, namely a questionnaire which is a data collection technique by asking several questions to selected respondents to answer and in general, options have been given to choose from to answer the questions. that. (Sugiyono, 2019: 199).In general, the technique that will be used in scoring the questionnaire that will be used in this study uses a Likert scale. Furthermore, researchers will also use literature studies in collecting data.

Based on the opinion of Sugiyono (2019: 128) explained his opinion that the sampling technique is a method or technique so that you can determine the sample you want to use in a study. In the research conducted this time the researcher chose the technique used is Simple Random Sampling.Simple Random Sampling according to Sugiyono (2019: 129) is a technique for taking samples from a population that is carried out by simple random sampling without taking into account the strata in a population. The use of this technique allows each member of the population to have the same opportunity to be sampled.

Based on the results of calculations using the Slovin formula, from a population of 339 employees of PT Era Vista Estetika using an error rate of 5%, the result is 169,5. The researchers rounded up this number to 170 respondents and used a simple random sampling technique. In the research conducted this time, the technique that will be used to analyze the data will be carried out in several ways.

First, the Validity Test according to (Sugiyono, 2019), the validity test is used to measure whether or not a questionnaire is valid or valid. A questionnaire can be declared valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The validity test aims to determine the extent of the accuracy between the data that actually occurs on the object and the data reported by the researcher.

Second, Reliability Test. according to Sugiyono (2019: 121) "A reliable instrument is an instrument which, if used several times to measure the same object, will produce the same data." The reliability test in this study used the Cronbach alpha formula using SPSS version 25. A reliability can be declared reliability if the alpha value is greater than 0.6 while the alpha value is less than 0.6 then it is not reliable.

Third, a descriptive analysis (Ghozali, 2018) provides an overview of a data seen from the mean (average), maximum, minimum, standard deviation values. This analysis is in the form of a descriptive technique that provides clear information on the data owned so that it can be understood more easily.

Third, the classic hypothesis test which consists of three parts, the first is the data normality test. The normality test aims to test whether the confounding variables or residual variables of

the regression model follow a normal distribution. A good regression model has a normal data distribution (Ghozali, 2018). One way to test the normality of data distribution is to use the non-parametric Kolmogorov-Smirnov (K-S) statistical test.

Heteroscedasticity Test, According to Ghozali (2018) Heteroscedasticity test Designed to test whether there is residual inequality from one observation to another in the regression model. If the residual variance from one observation to another observation remains, then it is said to be Homoscedasticity and if it is different it is called Heteroscedasticity. A good regression model is one that is homoscedasticity or does not have heteroscedasticity.

Fourth, Linearity Test. The linearity test aims to determine whether the two or more variables tested have a linear relationship or not significantly. The decision making for the linearity test is based on, first, if the probability value is > 0.05 then the relationship between variables (X) and (Y) is linear. Second, if the probability value is <0.05, the relationship between variables (X) and (Y) is not linear (Cruisietta Kaylana Setiawan and Sri Yanthy Yosepha, 2020).

Fifth, Correlation Test. Correlation analysis seeks to measure the strength of the linear association (relationship) between two variables. The correlation itself does not reveal a functional relationship, or in other words, the correlation analysis does not distinguish between the dependent and independent variables (Ghozali, 2018). To find out the correlation coefficient and justify the hypothesis of the relationship between scale/data/interval variables and other intervals

The F statistical test analysis according to Ghozali (2018: 98) states that the F statistical test is carried out because the aim is to be able to show all the independent variables included in the model which have a joint effect on the dependent variable. This analysis has testing criteria, namely, if the significance value is <0.05 it means that the research model is feasible to use and if the significance is >0.05 then the model is not feasible to use.

The last is the analysis of the T statistical test, which according to Ghozali (2018: 98) is carried out to determine the effect of each independent variable on the dependent variable. The criteria in this test are if the significance value is <0.05 then the hypothesis can be accepted and if the significance value is >0.05 then the hypothesis is rejected.

RESULTS AND DISCUSSION

The results showed that the majority of respondents based on age were 17-21 years with 126 respondents (74.1%), then followed by ages 22-24 years with 39 respondents (22.9%). The sex of the majority of respondents was female as many as 103 respondents (60.6%) and for men as many as 67 respondents (39.4%).

Effect of "We are MSG" Advertising Exposure to Brand Awareness. Based on the results of the study, it shows that the variable of advertising exposure has a significance value of 0.000 <0.05, so it can be concluded that the variable of advertising exposure has a positive and significant effect on brand awareness. It can be said that the advertising message of "We are MSG" can be conveyed well to the public, with that the better the advertising message, the greater the influence of a person to understand and have brand awareness of the product.

According to Shimp (in Tranggono, Nidita and Juwito, 2020) exposure is when consumers interact with marketers' messages (they see advertisements in newspapers, hear them on the radio, etc.). Exposure is the chance that someone will see or hear the advertisement. This means being seen or heard is an important goal for media planners who do their best to keep the advertising message relevant to the target audience.

Based on the F test table, it can be seen that the calculated F value is 78.794 > 3.90 and a sig value of 0.000 <0.05, it means that Ha is accepted, there is a positive influence between the Ad Exposure variable on Brand Awareness and rejects the absence of a positive influence between the variables Ad Exposure and Brand Awareness variables. So, it can be concluded that the regression model above can be used to predict the Y variable, namely Brand Awareness.

The magnitude of the influence of the X variable Sasa Ad Exposure to the Y brand awareness variable in members of the Kpop Z fan group is 31.9% and the rest is influenced by other factors

outside of this study. This discussion is in line with the Ad Exposure Theory that advertising exposure has a mass communication effect on the cognitive dimension. Cognitive effects, including increased awareness, learning and knowledge, are reflected in increased brand awareness through 31.9% MSG Sasa as a product that is safe for consumption and close to the 'Micin Generation'.

Based on the variable dimensions of advertising exposure, the first is the frequency dimension. Frequency refers to the number of times an audience is exposed to media, especially advertising, over a certain period of time.

The frequency level of each audience will definitely influence them to build trust in the advertised product brand. The results of the descriptive analysis for frequency are still not optimal because the subdimensional mean results are in the low category, and the respondents are included in the light viewer.

The second dimension is duration. Ad duration is the amount of time a viewer pays attention to an ad. How long an ad is seen, heard, and read. Meanwhile, watch time is the average time a viewer watches an ad in one watch time. The results of the descriptive analysis for the duration dimension are optimal, because the average is included in the median category.

Third, intensity. Intensity is how deep the audience is when they pay attention to something displayed by the mass media. So the intensity of watching is how much attention is paid by the audience when watching the show. The mean intensity is in the high category so that many respondents pay full attention to each ad serving.

In the brand awareness variable, the results of the descriptive analysis mean are included in the high category. Where the audience is aware of the existence of brand awareness from Sasa that the respondent has gone through three stages, namely, attention that the message is well presented to the audience and is willing to voluntarily pay attention.

Second, understanding (Comprehension) of understanding the contents of the message where the audience understands the contents of the message because they pay full attention to the Sasa advertisement "We are MSG". third, acceptance (Yielding) the audience accepts and agrees with the contents of the message that Sasa's products are harmless and close to the current generation.

This is in line with McGuire's information-processing theory which in this theory provides a view of the process of changing attitudes which naturally involves many factors to improve a situation. Based on the results of the analysis above, it can be said that there is a process of changing attitudes that exist in the target audience, namely members of the K-Pop group.

CONCLUSIONS

Based on the research that has been carried out by this researcher, it has two objectives, namely to find out whether there is an influence and how much influence exposure to Sasa "We are MSG" advertisements has on brand awareness. In answering the research questions, the researchers conducted data analysis on 170 respondents with the following exposure:

Ad exposure has a positive and significant influence on brand awareness with a significance value which shows the number 0.000 <0.05 and also has a coefficient value of 0.565 for regression and a T count value of 8.877 > from T Table which is 1.974. This shows that advertising exposure from Sasa "We are MSG" can have an impact on members of the Kpop fan group.

Based on the data obtained in the test, it also shows that the frequency of Sasa "We are MSG" advertisements seen by members of the Kpop fan group gets an average value of 2.83 on brand awareness. So that the value obtained can be interpreted that the frequency of viewing advertisements is still weak or classified as a light viewer.

The duration of a person in how long the audience sees Sasa advertisement "We are MSG" gets an average value of 3.01 on brand awareness. Based on the results obtained, it can be interpreted that the length of time a person sees the Sasa advertisement "We are MSG" can affect brand awareness.

The intensity of a person in how deeply pays attention to Sasa advertisements "We are MSG" gets an average value of 3.70 on brand awareness. Judging from the average value that has been obtained, it can be interpreted that a person's intensity in paying attention to the Sasa advertisement "We are MSG" has a great influence on brand awareness.

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Ramadan Pratama.A & Imam Nuraryo

PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

Telah terima dari

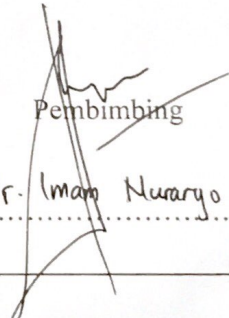Nama Mahasiswa / I : Ramadan Pratama Achmad

N I M : 62190455   Tanggal Sidang : 11 April 2023

Judul Karya Akhir : Pengaruh Terpaan Iklan Saso "We are MSG"
terhadap kesadaran merek.

Jakarta, 03 / 05 20 23

Mahasiswa/I

(Ramadan P.)

Pembimbing

(Dr. Imam Nuraryo)