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The Influence of Twin Date Advertisements on Shopee's Brand Awareness Among Kwik Kian Gie Institute of Business and Informatics Students

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Abstract

Twin date advertising is something that is not familiar in Indonesia but has a very positive impact, especially for Shopee. Based on this, this research aims to find out how much influence exposure to twin date advertising has on Shopee brand awareness.

This study incorporates William Wells' concept of advertising exposure, which includes three indicators: duration, frequency, and intensity. Additionally, David Aaker's concept of brand awareness, comprising unaware brand, brand recognition, brand recall, and top of mind, is also utilized.

This study utilized an explanatory survey with 94 eligible respondents who completed the questionnaire. Tests conducted include Validity, Reliability, Normality, Linearity, T, Determination Coefficient (R²), and Descriptive Statistics. Through these tests, researchers identified the impact of twin date advertisement exposure on Shopee brand awareness.

The results of calculations carried out using IBM SPSS software stated that exposure to twin date advertisements had an influence on Shopee brand awareness among students at the Kwik Kian Gie Institute of Business and Informatics. This is demonstrated by the results of the T test which shows that variable X (advertising exposure) has an influence on variable Y (brand awareness). The influence that variable X (advertising exposure) has on variable Y (brand awareness) is proven to be positive after testing the coefficient of determination (R²)

After conducting various tests, this research confirmed the influence of advertising exposure on Shopee's brand awareness among students at the Kwik Kian Gie Institute of Business and Informatics, specifically focusing on twin date advertisements owned by Shopee.

Keywords (Twin Date Advertising, Brand Awareness, Advertising Exposure)



INTRODUCTION

The growing trend of online shopping has sparked fierce competition in the e-commerce industry. Achieving competitive advantage is one of the main goals of e-commerce companies, which necessitates implementing innovative and engaging marketing strategies. This includes personalized messaging, leveraging social media, creativity in advertisements, promotional programs and discounts, building a strong reputation, and creating optimal user experiences. All of these aspects play a crucial role in achieving success and dominating in the competitive online shopping environment.

In this context, marketing communication becomes a key element in executing effective marketing strategies. Marketing communication enables e-commerce companies to deliver compelling and relevant messages to potential consumers, build brand awareness, and influence consumer behavior.

Sales promotions conducted by e-commerce platforms, especially in Indonesia, have yielded highly satisfactory results. It has become a common practice for people to opt for online shopping due to the frequent discounts offered by various e-commerce platforms.

The waning effectiveness of sales promotions prompted Shopee, one of the largest e-commerce platforms in Indonesia, to take action based on data obtained from the iPrice analysis website for the second quarter of 2022. Shopee made a significant move by offering substantial discounts specifically on "twin dates" occurring each month. According to iPrice's findings, Shopee averaged 131.3 million website visitors per month during this period.

As reported by Shopee.co.id, Shopee initiated its twin date sales promotion for the first time on December 12, 2015, coinciding with the national shopping day. Although not the first e-commerce platform to implement twin date sales promotions, Shopee became the first to make it a monthly routine. In 2022, Shopee conducted twin date sales promotions a total of 12 times, starting from January 1, 2022, commonly referred to as the "1.1 New Year's promo," and continuing to February as "2.2," and so forth.

LITERATURE REVIEW

Media Exposure Concept

Media exposure involves more than just access. Exposure not only includes the extent to which someone is actually exposed to messages conveyed by the mass media. The concept of exposure involves the activities of hearing, seeing, and reading messages from mass media, or the experiences and attention to those messages that individuals or groups may have. According to Effendy (2006:29), exposure can be explained as:

The state of being exposed to messages disseminated by mass media by the audience and the state of being exposed to the film emulsion by light that is directed towards it. According to Wells (2006:122), media exposure activities can be measured through the following indicators:



1. Frequency refers to how often an audience is exposed to media, especially advertisements, within a certain period of time. The level of frequency experienced by viewers will affect their ability to remember the message and form trust in the advertised brand's products.
2. Intensity refers to the extent to which the audience deeply pays attention to everything presented by the mass media. Therefore, viewing intensity measures how much attention is given by the audience when watching a program.
3. Ad duration refers to how long the audience pays attention to an advertisement, including how long the ad is seen, read, and heard. On the other hand, viewing duration refers to how long the average time spent by the audience watching the advertisement during one viewing session.

Brand Awareness Concept

According to Kotler and Keller (2016:179), brand awareness or kesadaran merek is the capacity to recognize (acknowledge or remember) a brand within a category, with sufficient detail to drive purchase. Brand awareness is the consumer's ability to recognize a brand in various situations, achieved through brand recognition and the ability to recall a particular brand. Brand awareness occurs through repeated exposure so that consumers feel familiar with the brand, as stated by Saputro (2016).

Aaker (2009:81) defines brand awareness as the potential ability of potential consumers to recognize or recall that a brand belongs to a particular product category. Based on Durianto (2004:30), brand awareness is the ability of a prospective buyer to recognize and recall a brand as part of a specific product category. Brand awareness is considered a key element in a company's brand equity as it has a direct impact on brand value.

METHODS

The subjects of this study are students currently enrolled at Kwik Kian Gie Institute of Business and Informatics who are also familiar with online shopping. Students are learners registered and studying at higher education institutions. They fall into the age category of 18 to 25 years old, which is generally considered the period of early adulthood development.

This stage can be classified as late adolescence to early adulthood. From a developmental perspective, the developmental task for students at this age is solidifying their life direction. During this period, students face challenges in determining their values, goals, and life direction, as well as exploring personal identity and career paths that align with their aspirations and values Yusuf (2012).

Based on the description above, it can be concluded that students are learners aged 18 to 25 who are registered and undergoing education in various higher education institutions, such as academies, polytechnics, colleges, institutes, and universities. Students are in a developmental stage that encompasses late adolescence to early adulthood.

In this research, the researcher employs a quantitative approach with an explanatory survey. According to Sugiyono (2019:176), quantitative method refers to a research approach



that utilizes concrete or precisely measurable data. In this method, information is collected in the form of numbers or numerical data. The process of quantitative data analysis often involves the use of statistics as a tool to measure, analyze, and interpret the data. The final outcome of the quantitative method is conclusions or generalizations based on the analysis of the numerical data that has been collected.

This research consists of two variables, namely the independent variable or variable X and the dependent variable or variable Y. The independent variable X in this study is advertisement exposure, with three dimensions to measure the influence of advertisement exposure: frequency, duration, and intensity. On the other hand, the dependent variable Y in this study is brand awareness, with four dimensions to measure brand awareness: unaware brand, brand recognition, brand recall, and top of mind.

In this study, the researcher utilizes the calculation formula of Taro Yamane Riduwan (2015: 65) to determine the sample size. The determination of the sample size in this research is conducted using the Taro Yamane formula, And finally, the researcher obtained a sample size of 94 individuals.

The sampling technique used in this research is purposive sampling. Sugiyono explains that non-probability sampling techniques include purposive sampling, where the determination of the sample is done by selecting respondents based on specific considerations.

RESULTS AND DISCUSSION

Descriptive Analysis Test

Tabel 1

Descriptive Analysis Test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
totalX	94	8	25	17.20	4.317
totalY	94	17	35	31.00	4.649
Valid N (listwise)	94				

Based on the above figure, the data tested by the researcher yielded a result with a sample size (N) of 94. The minimum value for variable X (advertisement exposure) is 8, and the maximum value is 25, with a mean of 17.20 and a standard deviation of 4.317. Continuing with the Minimum Value of variable Y (Brand Awareness) which is 17, the maximum value is 35, the mean is 31, and the standard deviation is 4.649.



Normality Test

Tabel 2

Normality Test

N		94
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.20154599
Most Extreme Differences	Absolute	.091
	Positive	.050
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.053 ^c

The normality test is a statistical method used to assess whether a dataset comes from a population with a normal distribution or normal spread. With a normality test, researchers can evaluate whether the data follows a normal distribution pattern or not. Based on the above figure, it can be observed that the significance value is 0.53, indicating that the distributed data follows a normal distribution because the significance value is greater than 0.05.

Linearity Test

Tabel 3

Linearity Test

			Squares	df	Mean Square	F	Sig.
Total ^a * TotalX	Between Groups	(Combined)	512.972	17	30.175	1.532	.106
		Linearity	285.149	1	285.149	14.476	.000
		Deviation from Linearity	227.823	16	14.239	.723	.762
	Within Groups		1497.028	76	19.698		
Total			2010.000	93			

The linearity test aims to determine whether two variables have a significant linear relationship or not. This test examines how one variable (X) affects another variable (Y). This testing is performed as a prerequisite in linear regression.

Based on the above figure, it can be seen that the two variables in this study have a linear relationship with each other. The linear relationship is determined from the significance value in the Deviation from Linearity table; if the significance value is greater than 0.05, it can be interpreted that the variables have a linear relationship.



Tabel 4

T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.023	1.844		13.027	.000
	Terpaan Iklan	.406	.104	.377	3.900	.000

a. Dependent Variable: Brand Awareness

This test is conducted to assess whether each independent variable has a significant individual influence on the dependent variable. Berdasarkan gambar diatas diperoleh informasi bahwa nilai B pada variable independent (terpaan iklan) tidak sama dengan 0, hal tersebut menjelaskan bahwa variable independent memiliki pengaruh yang signifikan terhadap variable dependent (Brand Awareness). Adanya pengaruh dari variable X terhadap variable Y juga dibuktikan dengan nilai signifikansi yang kurang dari $< 0,05$, maka H_0 ditolak dan H_a diterima.

Coefficient of Determination Test

Tabel 5

Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 ^a	.142	.133	4.330

a. Predictors: (Constant), Terpaan Iklan

b. Dependent Variable: Brand Awareness

According to Ghozali (2018), the coefficient of determination (R^2) is used to measure how much of the variation in the dependent variable can be explained by the model. The range of values for the coefficient of determination is between 0 and 1. When the value of R^2 is small, it indicates that the ability of the dependent variable to be explained by the model is very limited.

The data above describes the correlation coefficient (R), which is 0.377. From this output, the coefficient of determination (R^2) is obtained as 0.142. This implies that the influence of the independent variable (sales promotion) on the dependent variable (purchase decision) is 14.2%.



CONCLUSION

This study utilized data from 94 active students of the Kwik Kian Gie Institute of Business and Informatics who had seen the Shopee twin date advertisement. The data were processed using SPSS to determine whether the research hypothesis was accepted or rejected. Previous research had examined the relationship between ad exposure and brand awareness using the concepts of ad exposure including duration, frequency, and intensity, as well as brand awareness indicators such as unaware brand, brand recognition, brand recall, and top of mind. The analysis results showed that the majority of respondents did not watch the Shopee ad until it finished, but they paid attention to the visual appearance and message in the ad. Furthermore, the majority also frequently saw Shopee ads on YouTube. The test results indicated that ad exposure significantly influenced Shopee brand awareness, with intensity of ad exposure having the greatest impact at 15.9%. Additionally, there was a 14.2% influence from exposure to the twin date ad on Shopee brand awareness.

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