

## THE INFLUENCE OF HUMOR ON TV SHOW TOWARDS BRAND AWARENESS (Case Study Opera Van Java)

**PENGARUH HUMOR PADA ACARA TV TERHADAP KESADARAN MEREK**  
(*Studi Kasus Opera Van Java*)

by :

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**Abstract:** The rapid developments of technology forces people who are working in every industry to adjust themselves of the technology growth, especially for those who are working in broadcasting industry. The existence of online platforms which allow people to access various online videos finally makes broadcast industry players improve the quality of their TV programs. Hence, they may compete with online media. One type of TV programs which became the favorite of many people was a TV shows wrapped with humor. The purpose of this study is to analyze the influence of humor on TV show towards brand awareness. The case study in this research is Opera Van Java. This study uses primary data which is obtained through questionnaires and analyzed using multiple linear regressions. The population is Opera Van Java audience in Manado, with 209 respondents as the sample. The study shows that happiness, content, and message delivery have significant influences towards the brand awareness. Although Opera Van Java is one of the most successful TV show, they still have to maintain the originality of their content, maintain their creativities in creating good quality content to entertain the audiences, and pay more attention about how they deliver the messages.

**Keywords:** *brand awareness, happiness, content, message delivery*

**Abstrak:** Perkembangan teknologi yang pesat memaksa orang-orang yang bekerja di berbagai industri untuk menyesuaikan diri dengan pertumbuhan teknologi, terutama untuk mereka yang bekerja di industri penyiaran. Keberadaan online platforms yang memungkinkan orang-orang mengakses berbagai video online akhirnya membuat para pelaku di industri penyiaran untuk meningkatkan kualitas dari program televisi mereka. Salah satu program televisi yang menjadi favorit banyak orang adalah program televisi yang dibumbui dengan humor. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh humor pada acara televisi terhadap kesadaran brand. Studi kasus dalam penelitian ini adalah Opera Van Java. Penelitian ini menggunakan data primer yang diperoleh dari kuisioner dan menggunakan regresi linear berganda. Populasi yang diamati adalah penonton Opera Van Java di Manado, dengan 209 responden sebagai ukuran sampel. Penelitian ini menunjukan bahwa rasa senang, konten dan penyampaian pesan memiliki pengaruh signifikan terhadap kesadaran brand. Meskipun Opera Van Java merupakan salah satu acara TV yang sukses, Opera Van Java harus mempertahankan keaslian dari konten yang ditayangkan, mempertahankan kreatifitas dalam membuat konten yang baik, dan memperhatikan penyampaian pesan.

**Kata Kunci:** *kesadaran merek, rasa senang, konten, penyampaian pesan*

## INTRODUCTION

### **Research Background**

The development of technology nowadays has been increasing rapidly and forcing every people who are working in every industry to adjust themselves to the growth of technology. In a period of several years, technology has become more sophisticated and modern, people even call this era as the digital era, where the technology especially the internet is one of the fastest growing thing.

Today, people are more familiar with online-based platforms. The information distributed through internet media can be received more quickly than the offline media. By looking at this great opportunity, many industries that use offline media then turn their way to use the internet, for the example newspapers which used to be printed on papers can now be enjoyed in one tap on the phone or tablet screen, but there are some industries which use both offline and online media, in other words using these two medias simultaneously.

To improve their quality, many TV stations now provide facilities that allow the audience to access their channels anytime and anywhere which is online streaming. To watch our favorite TV shows, we do not have to sit in front of the TV or we do not need to be afraid to miss our favorite TV shows when we are in a place that does not provide a TV, just by accessing the streaming services provided by TV stations which we like and we can watch it without having to worry about it.

Even so, the existence of this online streaming service does not guarantee which people will access the streaming sites from those channels. The existence of other platforms makes some people prefer to watch various videos on those platforms. Youtube is one of the favorable platforms which many people are using nowadays.

Although the viewers of traditional TV are not as many as before, TV is still one of the effective media used by many people to spread out the information to the public. Evidenced by the existence of TV, the dissemination of information about a product or news becomes easier because the range of TV is still wide. In Indonesia, TV network is wider than the reach of the internet, especially in remote areas which still lack of telephone signals. In addition, being a medium for spreading out the information, TV is also one of the entertainment media which is still get a place in many people's hearts. It can be seen from the enthusiasm of TV entertainment programs such as drama series or soap opera, variety shows and so on.

One of the factors which make the viewers interested in a show is the content presented by the show, whether the content uses theme of love stories such as soap opera or some complicated conflicts which can be found in reality shows. The more interesting and creative the content is, the more people will watch the program. One type of TV programs which became the favorite of many people is a TV shows which is wrapped with humor. Comedy TV show is a type of TV shows which has many enthusiasts from any range of ages, due to the contents of the program present various kinds of humor which can make people feel entertained and happy by watching it.

Humor itself gives a positive impact. In the advertising industry, using humor as an appeal can attract the target audience's attention so the audience could be attracted to the advertised product. Using humor can increase feelings of liking, not only towards the advertised brand but also the positivity to advertising recall. (Venkatesh and Senthilkumar, 2015) It finally makes TV stations compete to make TV shows using comedy as their theme or we usually call them comedy shows.

The number of TV shows which use the comedy theme make a competition among each TV shows getting tough. Using Comedy as a theme is not automatically makes these programs success resulting many audiences and high ratings. To get recognition from the people, TV shows must be good at creating their show well and attractively so that the people will be interested to watch. One thing which is important is how the humor content presented. The humor presented on a comedy show determines the success of the show. The producers should be good at creating their shows and pay attention to their humor content which suits the humor sense of their audiences because everyone does not have the same sense of humor.

Based on the given facts, this research is conducted, purposively with several signification adjustments, titled: "The Influence of Humor on TV Show Towards Brand Awareness (Case Study: Opera Van Java Trans7)"

### **Research Objectives**

From the research background above, research objectives are conducts as follows to identify the influence:

1. Happiness, content, message delivery toward brand awareness.
2. Happiness towards brand awareness partially.
3. Content towards brand awareness partially.
4. Message delivery towards brand awareness partially.

## LITERATURE REVIEW

### Marketing

Marketing is a social and managerial process by which individuals and organizations obtain what they want and need through creating and exchanging the value with others. In business context, marketing involves building profitable, value-laden exchange relationships with the customers Kotler and Armstrong (2012a). Ward (2017) explained marketing is a process of interesting potential customers and audiences with products and services. Meanwhile Brunswick (2014) explained that marketing consist of business activities involved in the flow of goods and services from the point of production to the point of consumption.

### Marketing Communication

Marketing communication itself is an audience-centered activity which means everything which people and organizations do should be focused on the consumer. Marketing communications provide the means by which brands and organizations are the first presented to the audiences and then to engage them over the long term. The goal is to simulate a succession of purchases, and the task of marketing communications is to engage audiences to enable transactions Fill and Jamieson (2006). According to MaRS (2013) marketing communication can be described as all the messages and media you deploy to communicate with the market.

### Consumer Behavior

According to Kotler and Armstrong (2012b), consumer behavior is a study which focuses on consumer activities including consumption analysis on why and how people use products, besides why and how they buy the products. Priest, Carter, and Stat, (2013) defined that a consumer behavior is the mental, emotional and physical activities which people engage in when selecting, purchasing, using and disposing of products and services as to satisfy needs and desires.

### Brand Awareness

The definition of brand awareness itself to bring up people's ability to recall or recognize the brand in a sufficient detail to make a purchase Kotler & Keller (2012). Another definition of brand awareness is the probability which the consumers are familiar about the availability and accessibility of the company's product and service Malik et al (2013).

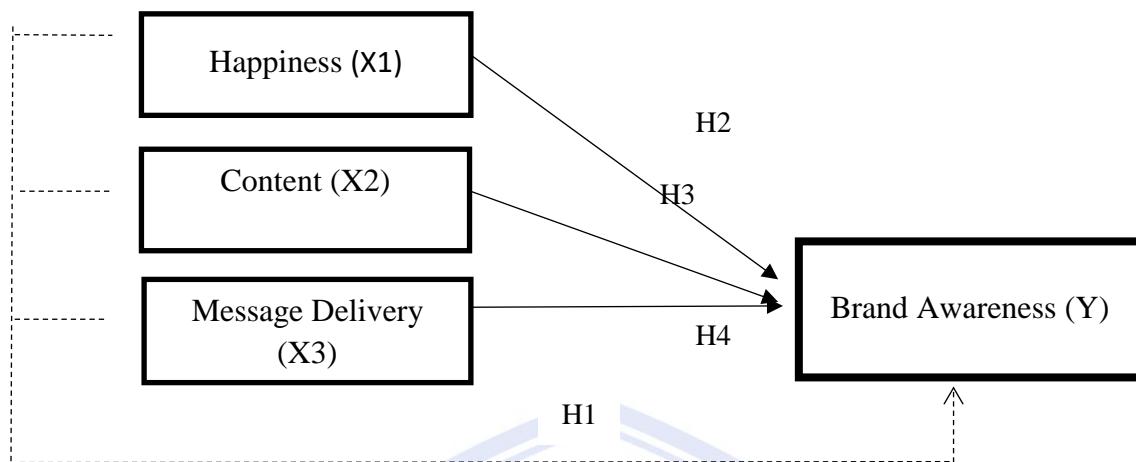
### Previous Research

One of the research made by Neuendorf et al (2013) revealed that senses of humor provide a likely set of predictors of public opinion about marginalized groups. It surpassing media use and the senses of humor are found to be linked in many things. There are political orientation, the raising issues of the commonalities and the origins of these critical filters of sociopolitical attitudes.

Ford, Lappi, and Folden (2016) found that happiness positively related to self-enhancing and associate humor styles. The study found that happy people frequently occupy in positive uses of humor and avoid occupying in negative uses of humor in their daily life.

Järvinen (2013) found, humor has a lot of potential in marketing communications with very few restrictions on it. How the humor is implemented as well as the quality of the humor affect the outcome of the marketing strategy should be carefully noted. Generally, it takes a sense of humor to know humor, but humor also can be studied. The outcome should be positive if all preventatives are matched before the delivery of humor.

## Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Data Processed, 2018

### Research Hypothesis

There are four hypothesis regarding this study

- H1 : There is an influence among the happiness, the content, the message delivery and the brand awareness.
- H2 : There is an influence between the happiness and the brand awareness.
- H3 : There is an influence between the content and the brand awareness.
- H4 : There is an influence between the message delivery and the brand awareness.

## RESEARCH METHODOLOGY

### Type of Research

This research is a casual type of research which focused on finding the relationship between variables.

### Place and Time of Research

This research was conducted in Manado from February to August 2018.

### Population and Sample

The population in this research was the audience of Opera Van Java in manado and the sample size of this research was 209 respondents.

### Source of Data

Primary data in this study was the result of questionnaires on humor that influence brand awareness. Secondary data in this study was about the various theories and the data was taken from journals, books, and relevant literature from the library and internet.

### Data Analysis Method

This research used quantitative method that uses ratio calculation and regression analysis. Multiple linear regression was used in this research.

### Multiple Linear Regression

Multiple regression analysis is the process of calculating a coefficient of multiple determinant and regression equation using two or more independent variables and one dependent variable.

## RESULTS AND DISCUSSION

### **Validity Test**

**Tabel 1. Validity Test**

	X1	X2	X3	Y	Total
Happiness	1	.882**	.811**	.799**	.940**
Content	.882	1	.855*	.821**	.956**
Message Delivery	.811**	.855**	1	.759**	.918**
Brand Awareness	.799**	.821**	.795**	1	.909**

*Source: Data Processed, 2018*

From the table 1, it can be seen that the value of correlation index for relationship among variable independents (Happiness, Content, Message Delivery) with variable dependent (Brand Awareness) are greater than 0.3 and below the significant level of 5% (0.05). the correlation between Happiness (0.940), Content (0.956), Message Delivery (0.918), with Brand Awareness (0.909). All of the variables show positive relationships. Therefore, the data considered as valid.

### **Reliability Test**

**Tabel 2. Reliability Test**

Cronbach's Alpha	No of Items
.948	4

*Source: Data Processed, 2018*

Based on the data in table 2 shows that the value of Cronbach's Alpha of 4 items used in this research is 0.948. The data is considered as reliable since the value of Cronbach's Alpha is 0.7, which is acceptable. >0.7 indicates that the data is acceptable.

### **Multicollinearity**

**Table 3. Multicollinearity**

Model	Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistic	
	B	Std. Error	Beta	t	Sig.		Tolerance	VIF
1 (Constant)	1.200	.260		4.622	.000			
Happiness	.295	.081	.302	3.644	.000		.210	4.759
Content	.434	.095	.427	4.576	.000		.165	6.061
Message Delivery	.157	.079	.150	1.991	.048		.225	3.923

a. Dependent Variable: Brand Awareness

*Source: Data Process, 2018*

Table 3 shows that the tolerance value of Happiness is 0.210, Content are 0.165, and Message Delivery is 0.225. It means that the tolerance value for each variable is more than 0.10. The VIF value of Happiness is 4.759, Content is 6.061, and Message Delivery is 3.923, it means that the VIF value for each variable is less

than 10.00. Since all tolerance values are more than 0.10 and VIF value of each independent variable is less than 10, so this research is free from multicollinearity

### Normality

**Tabel 4. Normality**

		<b>Unstandardized Residual</b>
N		209
Normal Parameters <sup>a b</sup>	Mean	0E-7
	Std. Deviation	1.01503832
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.033
Kolmogoroc-Smirnov Z		.950
Asymp. Sig. (2-tailed)		.328

Source: Data processed, 2018

Table 4 shows that the significance is 0.328 and it is more than 0,05. This proves that the model has passed the normality test.

### Auto-Correlation

**Table 5. Auto-Correlation Test Result**

**Model Summary**

Model	Durbin Watson
1	1.886

Source: Data processed, 2018

**Table 6.Auto-correlation Test Result**

D	dL	dU	4-dL	4-dU
1.886	1.75483	1.79326	2.2452	2.2063

Source: Data processed, 2018

The table 5 shows that the probability value of Durbin Watson is above 0.05 that is 1.886, and the table 6 shows that the value of dU is lower than the value of d and 4-dL ( $1.886 < 2.206$  and  $1.886 < 2.2452$ ), so there is no Auto-correlation in this regression.

### Multiple Linear Regression

**Table 7. Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.200	.260		4.622	.000
Happiness	.295	.081		.302	3.644
Content	.434	.095		.427	4.576
Message Delivery	.157	.079		.150	1.991

b. Dependent Variable: Brand Awareness

Source: Data Process, 2018

Multiple Linear Regression Analysis model is used to determine the influence of several independent variables on dependent variable. In this research, the dependent is Brand Awareness and the independent variables are Happiness, Content, and Message Delivery.

### Coefficient of Correlation R and Coefficient of Determination R<sup>2</sup>

**Table 8. Table R and R<sup>2</sup>**

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
	.840 <sup>a</sup>	.705	.701	1.022

- a. Predictors: (Constant), Message Delivery, Happiness, Content
- b. Dependent Variable: Brand Awareness

*Source: Data Processed, 2018*

Based on the analysis of correlation, R is equal to 0.840. It indicates that the Correlation of the influence of X1, X2, and X3 on Y has a substantial positive association relationship. To determine the distribution of the influence of X1, X2 and X3 on Y, it can be seen that the Determinant of the Coefficient R<sup>2</sup> on the table above. R<sup>2</sup> value of 0.705 in this study may imply that there are contributions from 66.7% of the independent variables towards 33.3% of the dependent variable. These are affected by other variables which are not examined in this study.

### F-Test (Simultaneous Regression Test)

**Table 9. F-Test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	512.686	3	170.895	163.477	.000 <sup>b</sup>
Residual	214.303	205	1.045		
Total	726.986	208			

*Source: Data Processed, 2018*

On the table 9, the degree of freedom 1 (numerator) is 3 and degree of freedom 2 (denominator) is 205 with the level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95%, then  $F_{\text{table}}$  is 2.65. The result is  $F_{\text{count}} (163.477) > F_{\text{table}} (2.65)$ . Since  $F_{\text{count}}$  is greater than  $F_{\text{table}}$ , so  $H_0$  is rejected and  $H_1$  is accepted. It means that the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

**T-Test (Partial Regression Test)****Table 10. Partial Test (T-Test Output)**

Variables	$T_{count}$	$T_{table}$	Description
Happiness	3.644	1.972	Accepted
Content	4.576	1.972	Accepted
Message Delivery	1.991	1.972	Accepted

Source: Data processed, 2018

1. Happiness (X1) and Brand Awareness (Y)

From the table above,  $T_{count}$  for each independent variable, shows that Happiness (X1)  $T_{count} = 0.163$  and  $T_{table} = 3.644$  which  $T_{count} > T_{table}$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted. It means that Happiness (X1) significantly influences Brand Awareness (Y).

2. Content (X2) and Brand Awareness (Y)

From the table above,  $T_{count}$  for each independent variable, shows that Content (X2)  $T_{count} = 4.57$  and  $T_{table} = 1.972$  which  $T_{count} > T_{table}$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted. It means that Content (X2) significantly influences Brand Awareness (Y).

3. Message Delivery (X3) and Brand Awareness (Y)

From the table above,  $T_{count}$  for each independent variable, shows that Message Delivery (X3)  $T_{count} = 1.991$  and  $T_{table} = 1.972$  which  $T_{count} < T_{table}$ . Therefore,  $H_1$  is accepted and  $H_0$  is rejected. It means that Message Delivery (X3) does significantly influence Brand Awareness (Y).

## Discussion

Happiness, Content, and Message Delivery are independent factors that influenced Brand Awareness. It can be proved by the F-Test result which showed that all dependent variables ( Happiness, Content, Message Delivery) have simultaneous effect on brand awareness.

Happiness has positive influences on Brand Awareness. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of Happiness is 0.00 which is less than 0.05, so Happiness has a significant influence on Brand Awareness. The audiences get satisfaction every time they watch the TV program because it could make the audience laugh with the humor presented on the TV show. The audience also felt enthusiastic so they always wait for the next episode of the TV show, it shows that Happiness is an influencing variable to Brand Awareness to audiences. The audiences gain their awareness of the show from their happy and excited feeling when they were watching the show.

Content can be the important factor which can influence the audience because good quality content can bring a positive feedback from the audience and make the audience keep watching the show. In this research, the researcher found that the content has a significant influence to the brand awareness. Creative and entertaining content in each episodes as well as humor presented in Opera Van Java that couldn't be found in any other programs increase audiences' awareness of the TV program. It means that Opera Van Java successfully gained the audiences' awareness by providing them with high quality contents, and then made the audiences put Opera Van Java on their top list of their favorite Comedy Show in Indonesia.

Message delivery is an important part of TV programs, because it tells about how the message is delivered to the audience and how the audience will respond to the show. In this research, the researcher found that Message Delivery has a significant influence to Brand Awareness, means that Opera Van Java gains the audiences' awareness by delivering the messages on each episode of the show. It proven by how the audience still remember the humorous material presented on Opera Van Java. The delivery of the messages that are easy to understand and the clarity of the messages in each episode made the audiences gain their awareness of how the TV show delivers the messages.

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## CONCLUSION AND RECOMMENDATION

### **Conclusion**

Based on the result of this research, the conclusion as follow

1. The result of F-Test shows that the independent variable which are happiness, content, and message delivery have simultaneously effects to the brand awareness as a dependent variable.
2. Happiness as one of independent variable shows that there is significant effect to the brand awareness of Opera Van Java.
3. Content as one of the independent variable shows that there is significant effect to the brand awareness of Opera Van Java positively.
4. Message Delivery as one of the independent variable shows that there is significant effect to the brand awareness positively.

### **Recommendation**

Based on the result and the conclusion, there are several recommendations which can be concluded as follows:

1. Although Opera Van Java is one of the most successful TV shows with unique comedy themes, Opera Van Java still have to maintain the originality of their content.
2. Opera Van Java should add more positive contents which can educate the audiences who come from various backgrounds and ages.
3. Opera Van Java should maintain their creativities in creating good quality comedy content to entertain the audiences.
4. Opera Van Java should pay more attention about how they deliver the messages in each episode in order to be easily understood by the audiences.

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