

**THE EFFECTS OF HUMOROUS AND EMOTIONAL APPEAL ON TOKOPEDIA
YOUTUBE ADVERTISEMENTS TOWARDS CUSTOMERS BRAND AWARENESS****EFEK PENDEKATAN HUMORIS DAN EMOSIONAL DALAM IKLAN YOUTUBE TOKOPEDIA
TERHADAP KESADARAN MERK KONSUMEN**

By:

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Abstract: There are many ways to advertise and promote something with the changing times. This has caused many companies to start getting creative in terms of advertising their products so as not to be left behind. A memorable advertisement might impact a company or product, one of them is by using Humorous Appeal and Emotional Appeal. The purpose of this study is to analyze the influence of humorous appeal and emotional appeal toward brand awareness, specifically on Tokopedia's Youtube advertisements. A quantitative approach was the primary method used, and an online questionnaire was distributed to 100 respondents who have watched Tokopedia's Youtube advertisements. This research shows that humorous appeal and emotional appeal significantly affect the customers' brand awareness.

Keywords: humorous appeal, emotional appeal, brand awareness

Abstrak: Terdapat banyak cara untuk mengiklankan dan mempromosikan sesuatu seiring dengan perubahan zaman saat ini. Hal ini menyebabkan banyak perusahaan mulai berkreasi dalam hal mengiklankan produk mereka agar tidak ketinggalan jaman. Iklan yang berkesan dapat memberikan dampak baik terhadap suatu perusahaan atau produk, salah satunya dengan menggunakan pendekatan humor dan pendekatan emosional. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh iklan yang menggunakan pendekatan humor dan emosional terhadap kesadaran merek, khususnya pada iklan Youtube Tokopedia. Metode kuantitatif merupakan metode utama yang digunakan dengan kuesioner online sebagai instrumennya dibagikan kepada 100 responden yang telah menonton iklan Youtube Tokopedia. Penelitian ini menunjukkan bahwa daya tarik humor dan daya tarik emosional berpengaruh signifikan terhadap kesadaran merek pelanggan.

Kata Kunci: pendekatan humor, pendekatan emosional, kesadaran merk

INTRODUCTION

Research Background

Advertising is a vital component of the marketing mix for any brand. Thus, an understanding of effective advertising appeals for a particular product or service type is essential to brand promotion. In advertising, brand awareness always matters. Brand awareness is one of many things that guides the success or failure of a company. How advertising works is one of the essential things, and if this process is understood, it can contribute a lot to creating effective advertising. Creating a story in an advertisement is beneficial as a reminder for the audience. When an ad is only filled with information about a product, the audience often becomes less attentive. It is different if the advertisement is packaged in a story that introduces the product features. It attracts more attention. Speck (1991) found that humorous advertisements outperform non-humorous advertisements on attention. According to Eisend (2009), Humorous situations are said to lower a person's defense and make one

more attentive to the message. Lighter messages have lasting impressions and are shared more frequently than profound messages. There are many advantages to using humor in advertising as people will tend to pay more attention to a humorous one than a factual or serious one, opening themselves up to be influenced. They will look for those advertisements, which they consider easier to remember and talk about. Emotional appeals are grounded in the vibrant, experiential side of consumption. They seek to make the consumer feel good about the product by creating a likeable or friendly brand, and they rely on feelings for effectiveness. Ashra and Kamra (2017) described that Emotional advertising mold the consumers' emotions and which inspire them to buy the advertised products. Tokopedia as one of the biggest e-commerce in Indonesia began to follow the development of the digital marketing era. They are no longer advertise their products in the old way, such as the newspapers, magazines, television and so on, but they are starting to market their products through Youtube ads. In addition, they also often advertise using humorous appeal and emotional appeal in their advertisements.

Research Objective

Based on the research background and the problem that exist, this research conducted with the aim to analyze the effects of Humorous and Emotional Appeal on YouTube Advertisements towards Brand Awareness of Tokopedia.

THEORETICAL FRAMEWORK

Marketing

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value for customers and managing customer relationships in ways beneficial to the organization and its stakeholders. Marketing is also a social and managerial process where individuals and groups obtain their needs and wants by creating, offering and exchanging something of value each other (Sutarno, 2012). The definition of marketing is often simplified to just a sales or advertising activity. According to Tjiptono and Chandra (2012), marketing means individual activities to meet wants and needs through barter. Meanwhile, according to Kotler and Keller (2009), marketing is one of the main activities that need to be carried out by companies, whether goods or services companies, to maintain the viability of their business. Marketing means determining and meeting human and social needs to satisfy human needs and wants, so it can be said that marketing success is the key to the success of a company.

Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Sandhusen (2000) describes consumer behavior as the knowledge that raises questions to the mind of managers such as how, when, where, and why people buy a specific product.

Brand Awareness

According to East (1997) said that Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field. While the brand awareness itself is the ability of a potential buyer to recognize or recall a brand is part of a product category (Aaker, 1991).

Previous Research

Arisandi (2017) determined the effect of the use of humor in television advertising on brand awareness (brand) of the product. Based on research that has been done, it is known that the humor in the ad has a positive and significant impact on the brand awareness of the product. The result of consumers' assessment of the use of humor in television advertising, including in both categories so that the brand awareness (brand awareness) by consumers is acceptable.

Nandita (2004) attempted to answer the main question: Is there a relationship between Television Advertising Using a Humor Approach and Brand Awareness?. The things that want to be disclosed, namely the relationship between the attractiveness of verbal advertising messages, the attractiveness of non-verbal advertising messages, and the frequency of ad serving with consumer awareness of the brand (brand awareness). The research method used in this study is the correlational method, namely, a method that aims to examine the extent of variation in another factor. The population in this study were students of D3 – Advertising FIKOM

UNPAD class of 2001, 2002, and 2003 which amounted to 354 people and from that amount, 15% of each batch was taken as a sample, namely 54 people who were obtained based on sampling using proportional strata where all of them became respondents and after the questionnaire was distributed, all of them met the requirements for tabulation. The measurement scale used to measure the independent and dependent variables is an ordinal measurement scale. The measurement scale can be tested using the Godman's and Kruskal Gamma formula. Based on statistical test/hypothesis, it is generally revealed that there is a relationship between television advertising using a humorous approach and consumer awareness of the brand. The above shows that television advertising is very suitable for raising awareness. In particular, the big speaker version of the Sampoerna Hijau advertisement which presents an advertisement with a humorous approach can have an influence on consumer awareness of the brand (brand awareness).

Srivastava (2015) aimed to understand the influence of emotional and humour based advertisements on consumer's behaviour towards brands and their purchase behaviour of brands. It is a primary study involving 202 respondents within the age-group of 18-55 years. They are shown a combination of 6 advertisements, which consisted of 3 emotional and 3 humorous advertisements in an alternating fashion and their opinion is recorded. Results: Emotional and humorous advertisements have different liking and recall amongst consumers. Number of people who recollected brands is more for emotional ads than for funny advertisement. The purchase intention is more for products with emotional advertisements as compared to products with humorous advertisement. Emotional advertisement leads to a higher degree of purchase intentions for low involved products.

RESEARCH METHOD

Research Approach

In this study, the method used to collect the data is quantitative method. As stated by Aliaga and Gunderson (2002), quantitative research is explaining phenomena by collecting numerical data that are analyzed using methods that are based mathematically.

Population, Sample Size, and Sampling Technique

The population in this research is students in Manado with the minimum limitation that the students have watched Tokopedia's Youtube advertisements. The sample according to Sugiyono (2013) is part of the number and characteristics possessed by the population. Based on that, the sample in this research are 100 respondents. In this research, sampling technique that research used is purposive sampling. Also known as judgment sampling, purposive sampling is the intentional selection of a participant because of the characteristics and qualities the individual possesses (Etikan, Musa, and Alkassim 2016).

Data Collection Method

The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc (Kabir, 2016). In this research, questionnaire is used as the technique of data collection. An online survey was conducted using the Google Forms tool to collect data. The questionnaire link was distributed online to 100 students who met the criteria and produced 100 final samples to be continued as research material.

Instrument Testing

Research instrument refers to various methods through which a researcher obtains data from respondents for the research. Adedokun (2003) assert that data refers "to any fact, observation or facts relating to the subject of the study". The instruments that are mainly used by researcher to collect data include questionnaire, interviews, observations, focus group discussion and experiment. The validity and reliability test are used to find out whether the research instruments are valid and reliable or not.

Data Analysis Method

Sekaran and Bougie (2010) stated that regression analysis is used when one independent variable is hypothesized to affect one dependent variable. Simple linear regression is used when there is only one predictor variable. Multiple linear regression should be used if the predictor variable is more than one. This research has Humorous Appeal and Emotional Appeal as the predictor. Thus, this research used multiple linear regression as

the technical analysis. SPSS are used to analysis data statistically. Researcher performed various tests on data such as reliability test, multiple linear regression analysis, multiple correlation coefficient and coefficient of determination test, also hypothesis test include t-test and f-test.

RESULT AND DISCUSSION

Result

Table 1. Reliability Test

Cronbach's Alpha	N of Items	Status
0.890	16	Reliable

Source: SPSS Output (2021)

Sixteen indicators of three variables of Humorous Appeal (X1), Emotional Appeal (X2) and Brand Awareness (Y) have been tested for reliability. The higher the value of reliability coefficient to 1 and > 0.700, it means indicators that have been tested are more and more reliable. Based on the Table 4.2, the Cronbach's Alpha value of these eighteen indicators is 0.890. The finding shows, with the value of Cronbach's Alpha that is .890 and this value is close to 1, it means that this measuring instrument is reliable and can be used for further analysis.

Table 2. Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.485	2.337		1.491	.139
Humorous Appeal	.607	.098	.516	6.200	.000
Emotional Appeal	.158	.062	.212	2.550	.012

a. Dependent Variable: Brand Awareness

Source: SPSS Output (2021)

The result in the Table 4.4 can be shown through the regression equation as follows:

$$Y = 3.485 + 0.607X_1 + 0.158X_2 + e.$$

Table 4.4 shows the result of Multiple Linear Regression Analysis, the influence of independent variables (X1 and X2) on dependent variable (Y). The unstandardized beta coefficient value will be explained below.

1. The constant value of 3.485 means that all the independent variables equal to zero.
2. Regression coefficient of Humorous Appeal (X1) is 0.607 means that if there is a unit increase in Humorous Appeal (X1), then the Brand Awareness (Y) is increasing by 0.158 assuming the other variables are constant (ceteris paribus).
3. Regression coefficient of Emotional Appeal (X2) is 0.158 means that if there is a unit increase in Emotional Appeal (X2), then the Brand Attachment (Y) is increasing by 0.158 assuming the other variables are constant (ceteris paribus).

Table 3. Multiple Correlation Coefficient and Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.324	3.566

a. Predictors: (Constant), Humorous Appeal, Humorous Appeal

Source: SPSS Output (2021)

Table 3 shows the result of Correlation Coefficient and Coefficient of Determination to measure the correlation between variables in this research. The coefficient correlation (R) value is 0.581. It means that the correlation relationship between all independent variables, Humorous Appeal (X1) and Emotional Appeal (X2)

with the dependent variable, Brand Awareness (Y) is 0.581. If the coefficient correlation value tends to be close to 1, it means there is tightly relationship between independent variables and dependent variables. The coefficient of determination (R²) measures the ability of a model in explaining the variation of dependent variables. The value of R² is 0.338 means that the 33.8% variation of Brand Awareness (Y) as dependent variables is explained by the variation in Humorous Appeal (X1) and Emotional Appeal (X2) as independent variables. The rest 66.2% is influenced by other variable which is not explained in this research. There is more than one independent variable that used in this research. The other part in this coefficient correlation and coefficient of determination table is Adjusted R Square. Adjusted R square value is 0.324 means 32.4% variation of dependent variable can be explained by two independents variable which is used in this research. The rest 67.6% is explained by another factor which is not discussed in this research.

Table 4. T-Test

	Model	t	t _{table}	Sig.	Status
1	(Constant)	1.491		.139	
	Humorous Appeal	6.200	1.984	.000	Accepted
	Emotional Appeal	2.550	1.984	.012	Accepted

a. Dependent Variable: Brand Awareness

Source: SPSS Output (2021)

The tcount of Humorous Appeal (X1) is 6.200 and ttable of Humorous Appeal (X1) is 1.984, which indicates that tcount > ttable. This confirms that Tokopedia's Youtube ads with Humorous Appeal (X1) affected the Brand Awareness (Y) partially. Thus, the first hypothesis (H1) is accepted. The tcount of Emotional Appeal (X2) is 2.550 and ttable of Emotional Appeal (X2) is 1.984, which indicates that tcount > ttable. This confirms that Tokopedia's Youtube ads with Emotional Appeal (X2) effects the Brand Awareness (Y) partially. Thus, the second hypothesis (H2) is accepted.

Table 5. F-Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	630.344	2	315.172	28.554	.000 ^a
	Residual	1070.656	97	11.038		
	Total	1701.000	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Humorous Appeal, Emotional Appeal

Source: SPSS Output (2021)

Discussion

Following are the results of research. These days, advertising has made many advances from the past. It started from the advancement of the advertising tool to how the ad is delivered. Many companies market their products through advertisements that only focus on their products. Some also make advertisements in the form of stories and use humorous and emotional approaches to approach the audience who will later watch the ad; one of them is Tokopedia. Nowadays, many people prefer advertisements that have a story to tell or something that they can enjoy watching, like a humorous and emotional approach where the advertisement that is watched will be easier to remember and leave an impression for the watcher, also makes it easier for the audience to remember the product advertised. Tokopedia is one of the biggest and famous e-commerce in Indonesia. They advertise their products using various advertising tools ranging from billboards to online advertisements, and one of them is YouTube, where they often use a humorous approach and an emotional approach in their advertising. This research focuses on the impact of humorous and emotional appeal on Tokopedia's Youtube advertisements towards customers' brand awareness. Based on the research conducted with various tests, the results show that humorous appeal significantly influences brand awareness. This research is complementary to the research conducted by Arisandi (2017) who concluded that humorous appeals on television advertising positively influence brand awareness. This research discovered that the humorous appeal partially influences brand awareness on YouTube ads. Based on the results of the t-test that tested the first hypothesis, it also showed that the hypothesis was accepted where the humorous appeal partially affects customers' brand awareness. Respondents of this study were people who had watched Tokopedia advertisements on YouTube. They liked

advertisements that used a humorous approach rather than the usual approach based on the questionnaire's processed data results. Advertisements with a humorous appeal make the respondents feel pleasant after watching the ad. As can be seen from Q1, where 86% of respondents answered that they like advertising with a humorous approach, 90% of respondents in Q2 answered that advertising with a humorous approach is easier to remember. From this explanation, it can be concluded that the respondents see that Humorous Appeal is one of the main factors that influence Brand Awareness.

Through the hypothesis testing, it was found that emotional appeal partially affects brand awareness. The researcher found that advertisements using emotional appeal were relevant for many respondents. 60% questionnaire respondents felt touched after watching advertisements with emotional appeal based on Q8, and 51% answered that ads with emotional appeal is easier to remember. It is complementary to the research conducted by Garg and Farooqi (2018) where they studied about the impact of emotional advertising on the purchase of packaged food by young population of India. Young population is called as Millennials (people born between 1982-2000) and have different emotional personality traits than their older generation, so it is important to study impact of emotional advertising on them in the era of Smart marketing using smart devices. The findings of the study are somehow in line with literature reviewed. Emotional appeals do have impact on Millennials' response (attitude and perception) towards the advertisement. But impact is moderate, which implies there may be some other factors which govern their response towards advertisement.

CONCLUSION AND RECOMMENDATION

Conclusion

After conducting tests and analyzing the data obtained, it can be concluded that humorous appeal and emotional appeal on Tokopedia Youtube advertisements affect consumer brand awareness. It can be said that this research gives positive results because the advertising strategy used by Tokopedia has an effect on consumer brand awareness for those who watch their advertisements, although the audience prefers humorous appeal more than emotional appeal. So therefore, the researcher found some conclusions as follows:

1. Humorous appeal in advertising is really important to increase customers brand awareness.
2. Emotional appeal is necessary but does not give better effect than humorous appeal.

Recommendation

As a study should contribute to the parties related to this research, several notes are made that can be used as input and used as a consideration for future use. For the result, Tokopedia marketing team must use advertisements with humorous appeal or emotional appeal more often. Because society is now very critical in responding and accepting everything, including advertising. From the research that has been done, it is proven that advertisements with this kind of approach make the audience more relate to the advertisement and enjoy it more rather than ordinary advertisement. In executing advertisements that will later be made using the two methods mentioned above, the marketing team must also pay attention on how the advertisement is produced as creatively and attractively as possible so that many people can relate to the ad, and the messages they want to deliver can be conveyed properly to the audience. Because conveying messages produced with these kind of approaches is more difficult than ordinary advertisements in general.

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