

THE INFLUENCE OF HUMOR ADVERTISING, CONTENT MARKETING AND PSYCHOLOGICAL FACTORS ON BRAND AWARENESS IN SHOPEE'S YOUTUBE COMMERCIAL "SHOPEE COD (TUKUL ARWANA'S VERSION)"

PENGARUH FAKTOR IKLAN HUMOR, PEMASARAN KONTEN DAN FAKTOR PSIKOLOGI TERHADAP BRAND AWARENESS DI IKLAN YOUTUBE SHOPEE "SHOPEE COD (VERSI TUKUL ARWANA)"

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Abstract: The increasing of digital-based business, transforms traditional marketing into interactive marketing, where consumers can interact directly with brands. YouTube as one of the popular social media today also contributes to online advertising brand awareness. This study aims to analyze the Influence of Humor Advertising, Content Marketing, and Psychological Factors on YouTube Commercial towards Brand Awareness. The population in this study were students of Sam Ratulangi University. The sampling technique uses purposive sampling and obtained 100 respondents that were used as samples. Multiple regression analysis method is used to analyze the effect of the independent variable on the dependent variable. The results showed that partially Humor advertising had no effect on brand awareness while Content Marketing and Psychological Factors had a significant positive effect on brand awareness of YouTube Commercial. Simultaneously, Humor Advertising, Content Marketing, and Psychological Factors have a significant effect towards brand awareness on Youtube Commercial.

Keywords: humor advertising, content marketing, psychological factors, brand awareness

Abstrak: Meningkatnya bisnis berbasis digital, mengubah pemasaran tradisional menjadi pemasaran interaktif, di mana konsumen dapat berinteraksi langsung dengan merek. YouTube sebagai salah satu media sosial populer saat ini juga berkontribusi terhadap brand awareness iklan online. Penelitian ini bertujuan untuk menganalisis Pengaruh Iklan Humor, Pemasaran Konten, dan Faktor Psikologis pada Iklan YouTube terhadap Brand Awareness. Populasi dalam penelitian ini adalah mahasiswa Universitas Sam Ratulangi. Teknik pengambilan sampel menggunakan purposive sampling dan diperoleh 100 responden yang dijadikan sampel. Metode analisis regresi berganda digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat. Hasil penelitian menunjukkan bahwa secara parsial iklan Humor tidak berpengaruh terhadap kesadaran merek sedangkan Pemasaran Konten dan Faktor Psikologis berpengaruh positif signifikan terhadap kesadaran merek di Iklan YouTube. Secara simultan Iklan Humor, Pemasaran Konten, dan Faktor Psikologis berpengaruh signifikan terhadap brand awareness pada Iklan Youtube.

Kata Kunci: iklan humor, pemasaran konten, faktor psikologis, kesadaran merek

INTRODUCTION

Research Background

Kotler and Keller (2007:204) said that marketing communication are the means that companies use to inform, persuade, or remind consumers directly or indirectly about the brand and the products the company sells. Marketing communication can be used as a liaison between producers and audiences. It can have a positive effect on products or services that become market commodities. The marketing communication function can be carried

out in various channels. Morrisson (2014:7) states that there are several channels in marketing, among others consists of advertising in mass media, direct marketing, personal selling, and sales promotion.

The message is conveyed in the form of advertising, and the channels used in delivering advertising is a medium. Advertising or Ads can be divided into several types of which is based on the media it is using. According to Liliweri in Mustikasari, (2016:43) advertisements in the media are classified into: info-commercial television ads, radio ads, billboards advertising, online advertising, store advertising, and mobile billboard advertising. The media above become a channel in conveying a message products or services to a wide audience. Online advertisements are widely used by producers of products or services to convey messages or information related to products or services that they have. Online advertising is currently the second most ideal tool and the most powerful influence on delivering the information. This is also reinforced by the Nielsen Institute which states that online advertising spending shows an increase. Nielsen announced an annual report related to online advertising spending in the media for 2021. The report revealed that the most significant improvement are shown in the online advertising. Online advertising shows huge improvement from 2020 where the online advertisement purchasing rose 67% in 2021.

It can be concluded from the advantages above, online advertising, in this case YouTube, is able to get more attention than other media to potential customers and effective in delivering the desired message. In YouTube commercials, can found advertising messages in various ways to get the attention of potential consumers, according to Arisandi (2017), digital advertisements are built from various the power of visualization of objects and the power of audio such as the combination of colors, sound, and movement, then the ads displayed will look so lively and real. With these advantages, advertisers can provide information to audiences and show off the advantages of their products or services. The advantages of YouTube advertising have been proven in research by Thrive Agency, the study showed that products that use YouTube as their advertising platform will experience increase in brand awareness of the product. This prove that there is a big role YouTube advertising has on brand awareness of a product or service.

Humor appeal, can also be said as humorous advertisements are expected to be liked by all people. Arisandi (2017) states that everyone likes humor, no matter who the person is, be it an artists, employees, civil servants, merchants, even the president loves humor. Sometimes Humor is used when reacting to a condition or creating the desired reaction. Advertisers use humor as a means so that the information to be conveyed triggers attention, directs consumers to product demands, and influence attitudes that ultimately will persuade consumers to buy the advertised product. Humor for some advertising practitioners is seen as having humor in the ad's script, it is not uncommon for advertisers to use comedians as an advertising model, which later is expected to come up with fresh jokes that stimulate consumer attention. Basically, it cannot be denied the purpose of advertising is to introduce products to consumers by providing persuasive information and stimulate them to remember the products and services (Purwanigwulan, 2016).

Psychological factors on the other hand is an important factor through another way, when humor advertising and content marketing stimulates the possible consumers from the outside, psychological factors influence the possible consumer from within himself, so we can say that the psychological factors are the things behind a person in making decisions (Montag, Yang, and Elthai, 2021). Psychological factors, such as motivation, perception, learning, beliefs and personality attitudes also play a significant role in the consumer decision-making process (Duffett, 2015). A study of Bossen and Kottasz {2020) concluded that the need for entertainment drives someone to use YouTube. Other authors have argued that YouTube participation is motivated by the need to expand social networks, seek fame, and express oneself creatively. Therefore, psychological factor to using Youtube is important to study. Millennials, in particular, are active consumers and producers of user-generated travel content given their distinct pursuit of uniqueness and creativity (Kim et al., 2015).

The ads issued by Shopee in 2022 is a perfect example of an advertising that maximizes these 3 factors to attract possible consumers. Shopee uses great content marketing strategy by using humor as an attraction for potential consumers. Humor used in the Shopee ad aims to build a brand to the public. The humor translated into icons that rely on the five senses they are reflected in the use of song, funny dance, funny song lyrics and interesting visualizations. Shopee maximizes the humor appeal by turning the catchphrase of the ads into a funny song blend with goofy dancing that directly engages with whoever is watching the advertising. After that, the psychological factor step in (Hutchinson, 2019) stated that 94% of consumers indicating that they are more likely to recommend a brand with which they are emotionally engaged and generating interaction.

Research Objectives

1. To determine the influence of Humor Advertising on brand awareness in YouTube Commercial “Shopee COD (Tukul Arwana’s Version)”
2. To determine the influence of Content Marketing on brand awareness in YouTube Commercial “Shopee COD (Tukul Arwana’s Version)”
3. To determine the influence of Psychological Factors on brand awareness in YouTube Commercial “Shopee COD (Tukul Arwana’s Version)”
4. To determine the influence of Humor Advertising, Content Marketing and Psychological Factors on brand awareness in YouTube Commercial “Shopee COD (Tukul Arwana’s Version)”

THEORETICAL FRAMEWORK**Integrated Marketing Communication**

Marketing communications have the means in promote products so that the goals that have been determined can be achieved. Shimp (2014:7) states that there are several means of communication marketing, namely: 1. Traditional mass media advertising which includes television, magazines, etc. 2. Online advertising includes websites, platforms, e-mail messages, SMS, etc. 3. Sales promotion includes, samples, coupons, rebates, goods premiums, etc. 4. Release advertisements include, sponsorship of events, etc., and various other forms that support the means of marketing communication.

Humor Advertising

One of the attractions that are often used in the making of advertising is humor. Humor is used to get attention from audience so that the audience can recognize the brand of the product. Shimp (2014:267) expressed expectations from advertising using humor hoping for some benefit in the form of getting noticed, guide consumer understanding of product claims, influence attitudes consumers, improve product recall, and ultimately create a purchase action.

Content Marketing

Content marketing is the active role of consumer participation to share and be active in the media space of interest (Kilgour., Sasser, and Larke, 2015). While the institute of Content Marketing define that, content marketing is a marketing technique for creating and distributing valuable items, through relevant and consistent content to attract audiences. Content marketing plays an important role in the success of marketing communications

Psychological Factors

There are four psychological factors according to Kotler and Armstrong (2016): motivation, perception, learning, and beliefs and attitudes. Fundamentally influence consumer response. Motivation; Needs become the motive when they increase to a sufficient level of intensity to encourage action. Perception; In marketing, perception is more important than reality, because consumer perception affects the actual behavior of consumers. Learning; Learning encourages changes in a person's behavior that arise from experience. Beliefs and Attitude; Beliefs are defined as individual's thought about something which can be based on actual knowledge, opinion, or faith about something. In addition, attitude is defined as individual's consistent evaluation and feeling toward an idea or action.

Brand Awareness

Rangkuti in Kurniawan (2011:37) stated that strong brand awareness commonly called brand awareness, which means a person's ability (candidates to consumers) recognize or recall a brand that is part of of a certain product category

Previous Research

Arisandi and Lizar (2009) explored the link between Humor Appeals in advertising and brand awareness, while focusing on how emotional appeal (humor appeal) advertisements affect attitudinal and behavioral brand awareness. It examined humorous element in television advertising can enhance the favorable attitude so that the

brand advertised with humor appeal can be more acceptable by the consumers. Observational studies using in-home observation devices (Collett and Lamb, 1986; Krugman and Shamp, 1992) tend to report a positive relationship between programme attention and ad attention; viewers who pay high attention to the programmed are more likely to pay high attention to the ads (Krugman, Cameron and White, 1995). Other researchers used programmed with high TV ratings to represent high involving programmed. According to Danaher and Lawrie (1998), high ratings shows had more viewers and the viewers were more committed. The results showed that advertising use humor appeals will get receive positive conception from the people. Humor is often used in advertising to make messages more entertaining and memorable. Humor appeals are more effective for low involvement products.

Hasanah and Aziz (2016) aimed to analyze the impact of content marketing and online advertising on brand awareness for halal skincare product brands in Indonesia. It found a positive impact of content marketing and online advertising on brand awareness, both partially and simultaneously. Furthermore, content marketing and online advertising have an impact of 91.20% on brand awareness. According to the findings content marketing and online advertising can increase brand awareness both particularly and simultaneously.

Hutchinson (2019) studied along with the Crestline team resulted in 5 aspect to considered and the specific ways in which they can be improved on each, They are the usage of Color to influence consumers perception, Social Influence as the way to engages influences perception to increase brand awareness, Customers Experience to improve the opinion towards the brand, Transparency & Consistency to build trust with the brand and Visual Storytelling to resonate with the values with their own personal and social identity.

Conceptual Framework

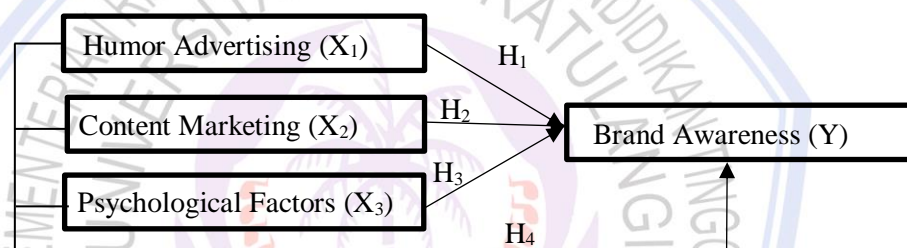


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

H1: Humor Advertising influence Brand Awareness on Youtube Commercial partially

H2: Content Marketing influence Brand Awareness on Youtube Commercial partially

H3: Psychological Factors influence Brand Awareness of Youtube Commercial partially

H4: Humor Advertising, Content Marketing and Psychological Factors influence Brand Awareness on Youtube Commercial partially simultaneously

RESEARCH METHOD

Research Approach

This is a quantitative research method. According to Sujarweni (2014:39), quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other means of quantification (measurement).

Population, Sample and Sampling Technique

In this study, the population used are all Students from Sam Ratulangi University. The sample in this study was student in Sam Ratulangi University and have already see the shopee's "SHOPEE COD (Tukul Arwana's Version) advertisement, totaling 100 respondents. The sampling method used is non-probability sampling because the size of the population is unknown (Abdillah and Hartono, 2015). While the type of sampling used is purposive sampling. Purposive Sampling is a sampling technique with certain considerations, where

researchers have made certain criteria based on the characteristics of the subject that will be used as research samples. The criteria used in the selection of the sample are:

1. Respondents are an active student in Sam Ratulangi University
2. Respondents have already watch the Shopee's Youtube Commercial "SHOPEE COD (Tukul Arwana's Version)

Data Collection Method

The primary data in this study were obtained using a research instrument, in the form of a questionnaire (questionnaire) and secondary data obtained using library research (library research).

Operational Definition of Research Variables

1. Humor Advertising (X1): The Humor Appeal is one of roughly twenty advertising strategies that marketing professionals use to persuade people to buy a product, pay for a service, donate to a cause, or otherwise be persuaded. The Humor Appeal persuades people to like a company, brand, product, service, or idea by making them laugh and feel good.
2. Content Marketing (X2): Content Marketing is a marketing technique by creating stories that marketers do on Youtube commercial, in an attempt affect consumer brand awareness, by utilizing digital media to create content
3. Psychological Factors (X3): Psychological factors are the methods used by marketers in youtube commercial to influence brand awareness by recognizing the audience's feelings, collecting and analyzing information, formulating thoughts and opinions and taking action.
4. Repurchase Intention (Y): Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness

Data Analysis Method Validity and Reliability Test

Validity Test is used to measure whether or not a questionnaire is valid (Ghozali, 2006). One questionnaire is declared valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Reliability testing in this study will use the Cronbach Alpha. A questionnaire is said to be reliable if it gives a value of > 0.6 .

Multiple Linear Regression Analysis

Multiple linear regression is used to model the relationship between one numerical outcome or response or dependent variable (Y), and multiple (multiple) explanatory or independent or predictor or regression variables (X). The multiple regression model formula in this study is shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Where:

- Y = Brand Awareness
 X1 = Humor Advertising
 X2 = Content Marketing
 X3 = Psychological Factors
 β_1 = Regression coefficient of Humor Advertising variable
 β_2 = Regression coefficient of Content Marketing variable
 β_3 = Regression coefficient of Psychological Factors variable
 α = Constant, when all independent variables = 0
 μ = Error term

RESULT AND DISCUSSION

Result

Validity Test

All the total value for each indicator for independent variables and dependent variables is above 0.196. It means all the indicators are valid.

Reliability Test**Table 1. Reliability Test Result**

Variable	Cronbach's Alpha
Humor Advertising	0.620
Content Marketing	0.900
Psychological Factors	0.861
Brand Awareness	0,903

Source: Data Processed (2022)

Based on the results of the reliability test above, it can be seen that each item of the questionnaire statement managed to get a Cronbach's Alpha value above 0.6 so that it can be said that the questionnaire used in the study was reliable.

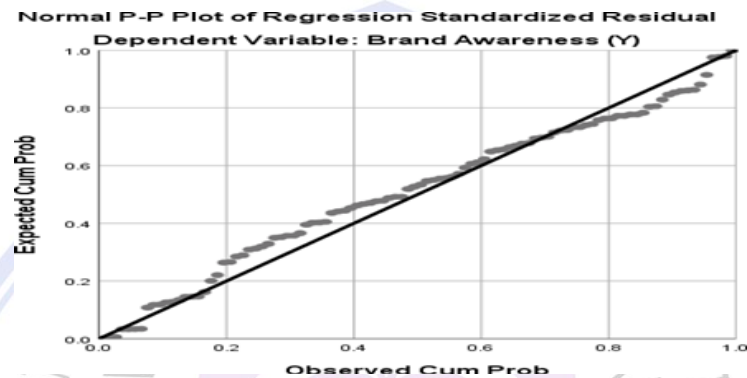
Classical Assumption Test**Normality**

Figure 2. Normality Test
Source: Data Processed (2022)

From the figure shows that data (points) spread out around the diagonal line, and the spread is along the diagonal line.

Heteroscedasticity

Based on the results below of heteroscedasticity testing using the Scatterplot Graph, it shows that all independent variables do not occur heteroscedasticity, because it can be seen from the scattered points that they do not form a certain pattern.

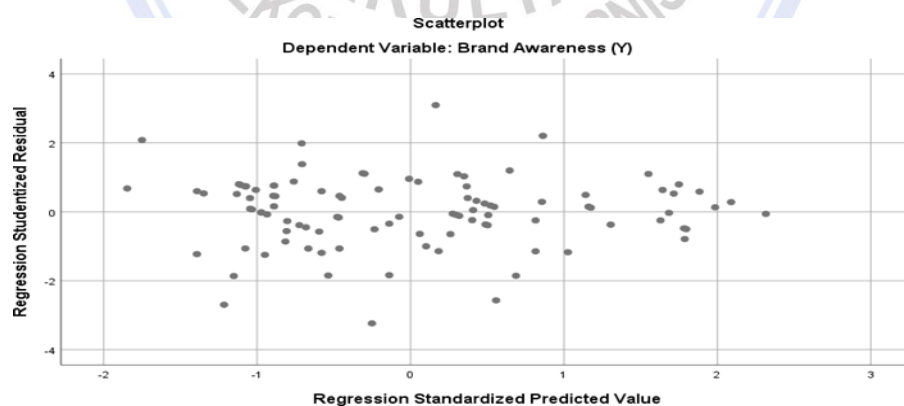


Figure 3. Heteroscedasticity Test
Source: Data Processed (2022)

Based on the results of the table 2, the independent variable has a Tolerance Value > 0.100 and a VIF < 10 , so the assumption of multicollinearity has been met or there are no symptoms of multicollinearity.

Table 2. Multicollinearity Test

Model	Coefficients ^a	
	Colinearity Statistics	
	Tolerance	VIF
1 (Constant)		
HUMOR ADVERTISING (X1)	.965	1.036
CONTENT MARKETING (X2)	.539	1.855
PSYCHOLOGICAL FACTORS (X3)	.534	1.871

a. Dependent

b. Variable: Brand Awareness (Y)

Source: Data Processed (2022)

Multiple Linear Regression Analysis**Table 3. Multiple Linear Regression Analysis**

Model	Coefficients ^a		
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta
1 (Constant)	4.568	.6199	
HUMOR ADVERTISING (X1)	-.280	.203	-.080
CONTENT MARKETING (X2)	.212	.056	.296
PSYCHOLOGICAL FACTORS (X3)	.695	.094	.578

a. Dependent Variable: REPURCHASE INTENTION (Y)

Source: Data Processed (2022)

From a result in Table, a multiple regression equation can be drawn up as follows:

$$Y = 4,568 - 0,280X_1 + 0,212 X_2 + 0,695X_3 + e$$

Based on the results of the regression model above, it can be concluded that the positive constant value is 4.568. These results indicate that the Humor Advertising (X1) Content Marketing (X2) and Psychological Factors (X3) variables have a positive value of 4.568. The Humor Advertising variable (X1) has a negative coefficient value of -0.280, the Content Marketing variable (X2) has a positive coefficient value of 0.212 and the Psychological Factors (X3) has a positive coefficient value of 0.695. This illustrates that each increase and decrease in Humor Advertising (X1), Content Marketing (X2) and Psychological Factors (X3) by one unit will increase or decrease Brand Awareness (Y) by the value of the beta coefficient on the independent variable multiplied by the magnitude of the increase or the decrease. For example, each decrease in Humor Advertising (X1) by one unit will increase Brand Awareness (Y) by -0.280, an increase in Content Marketing (X2) by one unit will increase Brand Awareness (Y) by 0.212 and an increase in Psychological Factors (X3) by one unit will increase Brand Awareness (Y) by 0.695.

Hypothesis Testing**Table 4. T-test**

Model	Coefficients ^a		
	T	tTable	Sig.
1 (Constant)	0,737		0,463
HUMOR ADVERTISING (X1)	-1,378	1.984	0,171
CONTENT MARKETING (X2)	3,796	1.984	0,000
PSYCHOLOGICAL FACTORS (X3)	7,370	1.984	0,000

a. Dependent Variable: Repurchase Intention (Y)

Source: Data Processed, 2022

From Output in table 3 above result as follows:

1. Based on the table above, it can be seen that the Humor Advertising (X1) variable has a significance value of $0.171 > 0.05$ then the value of $t_{count} > t_{table}$ is $-1.378 < 1.984$ which is obtained on the Humor Advertising variable (X1), so it can be concluded that Humor Advertising (X1) does not have an influence on Brand

- Awareness (Y), so that H1 is not accepted, namely “Humor Advertising influence Brand Awareness on Youtube Commercial partially”.
2. Content Marketing variable (X2) has a significance value of $0.001 < 0.05$, then the value of $t_{count} > t_{table}$ is $3.796 > 1.984$ which is obtained on the Content Marketing variable (X2) so it can be concluded that Content Marketing (X2) has an influence on Brand Awareness (Y), so that H2 is accepted, namely “Content Marketing influence Brand Awareness on Youtube Commercial partially”.
 3. Psychological Factors variable (X3) has a significance value of $0.000 < 0.05$, then the value of $t_{count} > t_{table}$ is $7.370 > 1.984$ which is obtained on the Psychological Factors variable (X3) so it can be concluded that Psychological Factors (X3) has an influence on Brand Awareness (Y), so that H3 is accepted, namely “Psychological Factors influence Brand Awareness of Youtube Commercial partially”.

Simultaneous Testing

Table 5. F-Test

Anova						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2382.060	3	794.020	69.462	.000 ^a
	Residual	1097.380	96	11.431		
	Total	3479.440	99			

a. Predictors: (Constant), Product Quality, Service Quality

b. Dependent Variable: Repurchase Intention

Source: Data Processed (2022)

Based on the data in the table above, it can be seen that the significance value in the F test is $0.000 < 0.05$, then the $F_{count} > F_{table}$ is $69.462 > 3.09$ which is obtained on the Humor Advertising (X1), Content Marketing (X2) and Psychological Factors (X3) variables. This shows that there is a significant influence of the independent variable simultaneously on the dependent variable, so that the Humor Advertising (X1), Content Marketing (X2) and Psychological Factors (X3) variables influence the dependent variable Brand Awareness (Y) simultaneously.

Discussion

Humor Advertising on Brand Awareness

The hypothesis in this study is that there is no significant effect between Humor Advertising on Brand Awareness of *Shopee* on Youtube commercial at Student of Sam Ratulangi University. These contradict with the previous research of Arisandi and Lizar (2009) research in which the results showed that advertising use humor appeals will get receive positive conception from the people. This result supported previous research by Eisend, Plagemann, and Sollwedel (2021) that humor does not work on advertising. Although the main awareness effect of advertising tend to be high, the result was not significant. This is in line with the weak positive effects on brand awareness in previous two-sided advertising studies, which are explained by increased credibility (Eisend, 2006). Similarly, we found no difference between the two humor conditions, indicating that the humor effect was driven by the difference in the one-sided condition. The results proved that there is no significant relationship between humorous advertising and consumers brand awareness of *shopee* on Youtube commercial. It can very well be inferred that Humorous Advertising campaigns doesn't help enhancing the brand awareness level.

Content Marketing on Brand Awareness

The hypothesis in this study says that there is significant effect between content marketing on Brand Awareness of *Shopee* on Youtube commercial at Student of Sam Ratulangi University. These results supported by Hutchins and Rodriguez (2018) that using emotion in content marketing can lead to competitive advantage and increased brand awareness and is consistent with Genoveva (2021) that Content marketing has a positive effect on brand awareness. This means that content marketing can increase brand awareness in respondents. This result rejects previous research by Ul Huda, Karsudjono, dan Darmawan (2021) that state the better content marketing carried out by marketers on social media, has not had a direct and significant impact on creating brand awareness on social media advertising. Ansari, Ghorri, and Kazi (2019) state that, content marketing is a way in which a brand shares valuable information consistently to gain market share in the hope of increasing a positive response. The marketing concept that is run by marketers through the strategy in this study is already optimal, where content marketing has been able to provide relevant content that can be personalized to every consumer in this dimension,

that is, it has been able to provide and complete consumer needs through content of youtube commercial, in this case the shopee COD (Tukul Arwana's Version) advertising to increase shopee's brand awareness. From that the concept of marketing content to be used as promotional media through social media as a marketing tool and building relationships with customers and prospective customers to be able to attract and increase consumer brand awareness is going well.

Psychological Factors on Brand Awareness

The hypothesis in this study says that there is a significant effect from Psychological Factors towards Brand Awareness of Shopee on Youtube commercials at Student of Sam Ratulangi University. This research is in line with the research results from Hutchinson (2019), This marketing study by Hutchinson along with the Crestline team resulted in 5 aspect to considered and the specific ways in which they can be improved on each, They are the usage of Color to influence consumers perception, Social Influence as the way to engages influences perception to increase brand awareness, Customers Experience to improve the opinion towards the brand, Transparency & Consistency to build trust with the brand and Visual Storytelling to resonate with the values with their own personal and social identity to build higher and stronger brand awareness possibility. The results of this study show that psychological factors have a good significant effect on brand awareness. Psychological factors are able to analyze consumer feelings in motivating through product from youtube commercials, the shopee COD (Tukul Arwana's Version) advertisement on youtube commercial are also seen as being able to understand consumer perceptions where consumers are interested in seeing the advertisement, because it provides many attractive promotions and discounts which can increase awareness of the brand.

Humor Advertising, Content Marketing and Psychological Factors on Brand Awareness

The result of this study are in accordance with the proposed hypothesis, and supported the research of Genoveva (2021) where the variables Humor Advertising, Content Marketing and Psychological Factors simultaneously have a positive and significant effect on brand awareness of shopee on Youtube Commercial at Student of Sam Ratulangi University Manado.

CONCLUSION AND RECOMMENDATION

Conclusions

1. There are no partial influences of humor advertising on brand awareness of shopee in Youtube Commercial.
2. There are partial influences of content marketing on brand awareness of shopee in Youtube Commercial
3. There are partial influences of psychological factors on brand awareness of shopee in Youtube
4. There are simultaneous influences of humor advertising, content marketing and psychological factors on brand awareness of shopee in Youtube Commercial

Recommendations

1. Given that the independent variables in this study are very important in the influence towards Shopee's Brand awareness it is hoped that the results of this study can be a reference for further researchers or marketers to develop or adopting this research by considering other variables outside from those that have been included in this research
2. This research can be used as a reference for developing new ideas that can be implemented in marketing and promotional studies

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