

# *Effectiveness Of Shopee Television Advertising Themed "Super Goyang Shopee" In Jakarta Society*

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*Abstract*— Shopee is a company engaged in e-commerce or commonly called online goods sales. This research was conducted to determine the effectiveness of Shopee advertisements on television to the people of Jakarta. Shopee as an advertiser uses advertising with the aim to attract new consumers to shop at Shopee. The effectiveness of advertising is measured using the Customer Response Index (CRI) measurement method. The CRI method measures the response of Shopee ad audience from various stages, starting from awareness, comprehend, interest, intentions, and actions. This response stage in the CRI is used to measure the effectiveness of Shopee advertisements with the theme "Super Goyang Shopee". In this study, effectiveness is illustrated in the theory of integrated marketing communication and the theory of the effectiveness of advertising. This type of research is descriptive research with a quantitative approach. The results of this study were Shopee advertisements on television in the effective Jakarta community and managed to meet the goals that Shopee wanted to achieve, namely at the interest stage of 66%.

*Keywords*— Effectiveness, Television Advertising, Shopee, Customer Response Index (CRI).

*Abstrak*— Shopee adalah perusahaan yang bergerak di bidang e-commerce atau yang biasa disebut penjualan barang online. Penelitian ini dilakukan untuk mengetahui efektivitas iklan Shopee di televisi kepada masyarakat Jakarta. Shopee sebagai pengiklan menggunakan iklan dengan tujuan untuk menarik konsumen baru untuk berbelanja di Shopee. Efektivitas iklan diukur menggunakan metode pengukuran Customer Response Index (CRI). Metode CRI mengukur respons audiens iklan Shopee dari berbagai tahap, mulai dari kesadaran, pemahaman, minat, niat, dan tindakan. Tahap respons ini dalam CRI digunakan untuk mengukur efektivitas iklan Shopee dengan tema "Super Goyang Shopee". Dalam penelitian ini, efektivitas diilustrasikan dalam teori komunikasi pemasaran terpadu dan teori efektivitas iklan. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif. Hasil dari penelitian ini adalah iklan Shopee di televisi di komunitas Jakarta yang efektif dan berhasil memenuhi tujuan yang ingin dicapai Shopee, yaitu pada tingkat minat 66%.

*Kata kunci*— Efektivitas, Periklanan Televisi, Shopee, Customer Response Index (CRI).

## I. INTRODUCTION

The growth of the e-commerce market in Indonesia is indeed so rapid. According to IDEA (Indonesian E-Commerce Association), in 2015 Indonesia was the largest e-commerce market in Southeast Asia, not only in Indonesia which is also a very potential market in Southeast Asia [1]. E-commerce is an activity of conducting business transactions using internet media as the most important media [2]. The growing trend of online shopping in Indonesia cannot be separated from the internet that has continued to increase since 2010 until now. Based on data from the Indonesian Internet Service Providers Association (APJII), Indonesian internet users in 2014 had reached 88.1 million people and 27% of the total who had made purchases online [3]. According to KOMINFO, in 2015 internet users have reached 150 million, or around 59% of the total population of Indonesia.

The phenomenon that occurs in making e-commerce companies must have a communication strategy to get a new market, namely through advertising [4]. Media advertising has a significant impact on considerations, judgments, preferences and audience approaches [5]. On a research by Miller, claims that viewers will see at least 100 to 1000 media ads from several sources every day [6]. Traditional media is filled with advertisements to promote products. At this time, the internet plays an important part in our lives. Ads can be placed in all types of media; television, print and internet [7] One of the most influential media advertising is television. Television

advertising consists of audio and video components [8]. Both of these components must work together to create effects and at the same time send messages to the public.

Television advertising has a wide range and can display multimedia messages (sound, images, and animation) that can sharpen memory [9]. There are a number of reasons why companies advertise on the internet. The first reason is that television viewers began to move to the internet. Therefore the advertising media must follow it with the assumption that any advertising goal is to reach its target audience effectively and efficiently. Advertisers admit that they must adjust their marketing planning to continue to pursue an increase in the number of people spending time in front of a computer on line, because usually he leaves other media. Another reason why advertising on e-commerce is growing so rapidly is ads can be updated at any time with minimal fees. Then ads can reach potential buyers in amounts very large in the global count. Advertising can efficiently use the integration of audio, text, animation, and graphics. The benefits of the internet itself are growing rapidly. Advertising on the internet can be made interactive and aimed at certain groups or individuals [10].

The use of the internet for business transaction activities is known as Electronic Commerce (E-Commerce). E-Commerce can occur between business organizations and consumers, including the use of the Internet and the World Wide Web for the sale of products and services to consumers [11]. The use of e-commerce has increased rapidly in Indonesia nowadays

[12]. The use of the internet for business transactions has been considered as an important matter, this is indicated by the increasing number of entrepreneurs who use e-commerce in their companies [13]. The Customer Response Index aims to increase corporate awareness and communicate services or products within the company. The CRI element is taken from the audience's advertising response, namely awareness, comprehend, interest, intention, and action [14]. The effectiveness of advertising is the ability of an advertisement to create a supportive attitude towards a product, where the message of an advertisement can be deeply embedded in the minds of consumers, and consumers observe it with the right perspective [4, 15].

The problem is how advertising on television has an effect on e-commerce sales that exist today. As is known that the means of television advertising is one of the most effective ways to market a product or service because it is in the form of highly interactive images and sounds. Television advertising facilities have a wide reach to almost all parts of the country unlike radio stations which are limited to only one particular area. According to these problems, the author wants to research about influence of television advertising on increasing e-commerce sales.

Based on this description, the researchers wanted to examine the effect of television advertising on e-commerce sales and the impact of television advertising on purchasing decisions. Researchers will test how much influence each of these variables has. The journal that we created is expected to help anyone who wants to do an analysis of anything related to e-commerce.

## II. RESEARCH METHODOLOGY

### A. Conceptualization of Research

The method used by the researcher in this research is an online questionnaire survey method. The purpose of the survey method is "to obtain information about a number of respondents who are considered to represent a particular population" [20]. In this study, data collection techniques were carried out using questionnaires distributed on the internet. In this study, the effectiveness of advertising will be seen through several stages in accordance with the Customer Response Index (CRI) method which consists of awareness, comprehend, interest, intentions and actions. Figure 1 shows steps of research conducted by researchers on this study.

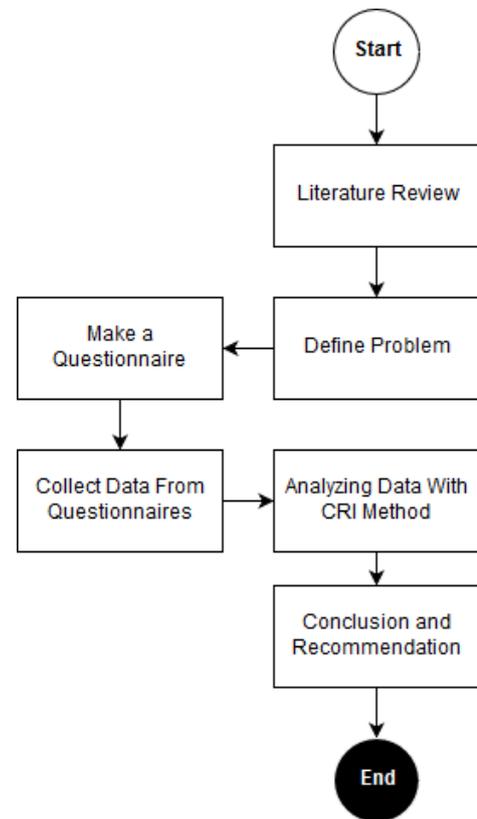


Figure 1. Flowchart of Research Steps [22]

### B. Research Subject

The subject of this research is the Society on the internet. The sampling technique that the researcher will use is a nonprobability sampling technique. To be more in-depth, researchers used purposive sampling technique that is "sampling based on predetermined characteristics" [21]. The number of samples in this study were 50 people.

### C. Data Analysis

Researchers will analyze with a simple tabulation analysis and use cross tabulation analysis (crosstabs). The effectiveness of advertising is analyzed using the Customer Response Index method, which is the result of multiplication between awareness, comprehend, interest, intentions, and action. Which can be seen on Figure 2 below.

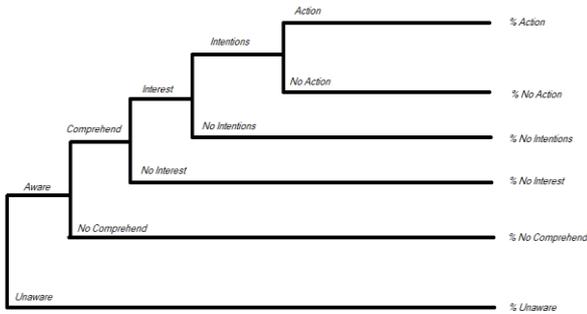


Figure 2. Customer Response Index Model [14]

The perception of usefulness has clicked repeatedly to provide significant consistent results on adoption technology. Examples of the studies are Jahanyan and Upadhyay [16], and Gangwar, et al.[17]. Then the following hypothesis is proposed :

- H1. Perceptions of advertising awareness (AA) positively affect the desire to shop at Shopee (DS). Perception of ease of use is defined as a level that a person believes that using a particular system does not require effort as quoted by Ranuniar, et al., [18].
- H2. Perceptions of understanding advertising (UA) positively affect the perception of advertising awareness (AA).
- H3. Perceptions of community interest (CI) positively affect the desire to shop at Shopee (DS).
- H4. Perceptions of community intentions (CT) that influence community interest (CI) to buy after seeing advertisements from Shopee
- H5. Perceptions of community interest (CI) that influence the community to make purchase transactions (PT)
- H6. Trust (TR) has a positive effect on the desire to shop at Shopee (DS).
- Free Variables :
  1. Advertising Awareness (AA)
  2. Understanding Advertising (UA)
  3. Community Interest (CI)
  4. Community Intentions (CT)
- Bound Variables :
  1. Desire To Shop (DS)
  2. Purchase Transactions (PT)
  3. Trust (TR)

The CRI calculation formula is [19]:

1. Unawareness
2. No Comprehend = Awareness x No Comprehend
3. No Interest = Awareness x Comprehend x No Interest
4. No Intentions = Awareness x Comprehend x Interest x No Intentions
5. No Action = Awareness x Comprehend x Interest x Intentions x No Action
6. Action = Awareness x Comprehend x Interest x Intentions x Action

### III. RESULTS AND DISCUSSION

Based on the results of the data distributed to 50 respondents, the percentage results of each response step processed through the CRI calculation formula can be seen on Table 1 below [19]:

TABLE 1  
 RESULT OF CRI CALCULATION ON SHOPEE TELEVISION ADS

Customer Response	Calculation Formula	Result
Unawareness	100% - 72%	28%
No Comprehend	72% x 40%	28.8%
No Interest	72% x 60% x 34%	14.7%
No Intentions	72% x 60% x 66% x 36%	10.3%
No Action	72% x 60% x 66% x 64% x 38%	6.9%
Action	72% x 60% x 66% x 64% x 62%	11.3%

Based on the calculation on CRI model above, it can be seen the results of each percentage of respondents in each stage of the CRI response and the value of the five response stages above 50%. The stage of awareness response where the first stage, as many as 72% of respondents expressed awareness of the existence of Shopee advertisements on television, while as many as 28% of respondents stated unawareness with Shopee ads on television. In the comprehend response phase, as many as 60% of respondents who were aware of Shopee advertisements stated that they understood Shopee advertisements, while the remaining 40% of respondents said they did not understand. In the interest response phase, as many as 66% of respondents who understood stated that they were interested in what was offered in Shopee advertisements, while the remaining 34% said they were not interested. In the intentions stage, as many as 64% of respondents who were interested stated that they were interested in what was offered in Shopee advertisements, while the remaining 36% of respondents expressed no interest. The last response stage is action, as many as 62% of respondents who are interested in declared that they have used Shopee ad promos, while the remaining 38% of respondents say they don't use Shopee ad promos.

To measure how high the effectiveness of this Shopee advertisement, the measurement of CRI is associated with the objectivity of the advertiser's company. Shopee assumes that

if the response is above 50%, then the ad is considered effective. The following are the results of CRI measurements on Shopee ads in each response stage:

TABLE 2  
 VALUE CRI OF SHOPEE ADS ON TELEVISION

Customer Response	Minimum CRI Value	CRI Value Results
Awareness	50%	72%
Comprehend	50%	60%
Interest	50%	66%
Intentions	50%	64%
Action	50%	11.3%

Based on Table 2 above, it can be seen that the results of CRI measurements in each response stage are high except for the action stage where the CRI value is less than 50%. This means that based on CRI calculations on company objectivity, Shopee ads on television are classified as effective until the intentions stage. Effective advertising is advertising that can make the audience as consumers go through several stages of response, ranging from awareness to real action. Based on the results of the overall CRI response stages obtained from this study, there was a fairly high response in the entire CRI response phase, starting with awareness (78%), comprehend (60%), interest (66%), intentions (64%), and action (11.3%).

Through the process of calculating the CRI formula, in the comprehend response stage until the action is reduced. This is due to the existence of respondents who had no comprehend of 28.8%, no interest of 14.7%, no intentions of 10.3%, and no action of 6.9%. The final CRI result obtained was in the action stage, which was 11.3%. The action stage value of 11.3% indicates that the respondent has been exposed to a little stimulus response effect in which the response stimulus effect ended in the action of buying. Shopee ads are also effective in generating audience effects starting from cognitive which at the stage of CRI's response are awareness and comprehend, affective which is at the stage of CRI's response namely interest and intentions, conative (individuals do something according to advertising recommendations) which is at the CRI response stage action (action).

This shows that the majority of respondents in this study were in accordance with the age of television viewers. In addition, it can be concluded that the use of television as a medium is effective and in accordance with the target audience that is intended by Shopee.

**A. DATA VALIDITY**

After collecting questionnaire data with respondents as many as 50 people. then we validate the data using the biserial validity method and get the following results as seen on Figure 3:

		Q1	Q2	Q3	Q4	Q5	Q6
Validity	Total	36	30	33	32	31	32
	Mp	4,28	4,47	4,42	4,44	4,65	4,50
	Mt	3,88	3,88	3,88	3,88	3,88	3,88
	St	1,51	1,51	1,51	1,51	1,51	1,51
	p	0,72	0,6	0,66	0,64	0,62	0,64
	q	0,28	0,40	0,34	0,36	0,38	0,36
	r Count	0,42	0,48	0,50	0,49	0,65	0,55
	t Count	3,24	3,76	4,03	3,93	5,90	4,55
	t Table	2,01	2,01	2,01	2,01	2,01	2,01
	Criteria	Valid	Valid	Valid	Valid	Valid	Valid

Figure 3. Data Validity

**Notes:**

Q1 .. Q6 = Question 1 to 6

Total = The total respondents who answered yes

Mp = Average of score from subject that answers yes

Mt = Average of total score

St = Standard deviation from total score

p = Proportion of respondent that answers yes

q = Proportion of respondent that answers no

r Count = (Mp - Mt) / St \* (p / q)

t Count = r Count / ((1 - r Count^2)/n-2)

n = Number of respondents

t Table = TINV(Probability,n-2)

TINV = Calculates the left-tailed inverse of the Student's T Distribution

Probability used = 5% or 0,05

Criteria Valid = t Count >= t Table

Criteria Invalid = t Count <= t Table

From the Figure 3 above it can be seen that the data collected from the questionnaire is valid from the first to the sixth question. The calculation of the validity of this data using Microsoft Excel software as a calculation media from the test of data validity on the data which we obtained from the questionnaire that we have spread before. The calculation of the validity of the data above is useful to prove that the data obtained from the questionnaire is valid and can be used as a measure to conduct this research. Data validity is very important if the data we use is in the form of a questionnaire. Because if the data is invalid, then the results of the research carried out also cannot be said to be valid.

**B. DATA RELIABILITY**

After validating the previous data, we will do the reliability of the data on the questionnaire data that we have collected from 50 people. The results of data reliability can be seen in figure 4 below:

Reliability Statistics	
Cronbach's Alpha	N of Items
,643	6

Figure 4. Data Reliability

In testing the data reliability this time we used the Cronbach's Alpha formula using IBM SPSS Statistics software with N of Items(questions) are six items and obtained the reliability results are 0.643. This figure means that reliability is moderate because the reliability figures are between 0.600-0,800, but this data can be used as a measurement tool because it can be trusted as a reliable data.

#### IV. CONCLUSION

Based on the findings of questionnaire data on the effectiveness of Shopee advertisements, conclusions can be drawn from this study. The results of the measurement of Shopee ad effectiveness through CRI can be concluded that Shopee advertisements are effective in building respondents' awareness to make respondents take action.

As for measuring how high the effectiveness of Shopee advertisements is associated with company objectivity. The CRI results in each response phase in this study indicate that the four response stage values are above 50%. Whereas in the last stage, namely action, it does not reach the minimum value of company objectivity where the action stage value is 11.3%. It can be concluded that Shopee ads have achieved their goals in advertising on television. Shopee's goal that was successfully achieved was to make television viewers interested in Shopee advertisements, but it was not successful in making television viewers come to Shopee to use the ad promo. Therefore, Shopee advertisements on television are considered effective to make respondents aware of their intention to make intentions only.

The television media used by Shopee is quite effective. This is due to the age of television audiences. Overall, Shopee advertisements in television managed to attract attention, understand, and lead to the desire to buy. Shopee ads are declared effective because they succeed in achieving the advertiser's goals. Shopee advertisements are declared effective because the effectiveness of advertising is the condition to what extent the effects of the advertising message delivered can attract attention, be understood, understood, and generate emotions, and move the target to give the desired response [4, 15].

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