



# Advertising Affects Public Perception of Brands The Ads Affect the Public's Perception of Brands

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## ABSTRACT

This study aims to find out how advertising can affect people's perceptions of brands. The research method used is quantitative research with descriptive analysis based on questionnaires. The subjects studied were 10 respondents from people around the researcher who filled out the questionnaire data link via the Google form that had been distributed by us as researchers. Analysis of the research data resulted in the development of the theory of Hypodermic Needle Theory or Hypodermic Needle Theory where advertisements can influence the audience by continuously sending messages so that the messages conveyed enter the audience's unconscious. A total of 10 respondents expressed their opinion, from where they often see advertisements on social media to how advertisements can affect their perception of a brand. In the end, this study proves that advertising can influence people's perceptions of brands.

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## 1. INTRODUCTION

The rapid development of the times has resulted in an increase in globalization in the field of information technology so that information can be known quickly. Global information, news delivery and data can be known by following the development of information technology. One of the information technology is mass media. According to Dewi (2018), the presence of mass media as a tool in helping to meet various needs and interests, both in terms of social, economic, and political. Mass media is a means of communication and has an important role in the creation of various conveniences that are felt in everyday life. Elvinaro, et al (2009) stated that, mass media can basically be divided into two categories, namely print mass media and electronic media. Print media that can meet the criteria as mass media are newspapers and magazines. Meanwhile, electronic media that meet the criteria for mass media are radio, television broadcasts, films, online media (internet).

Print and electronic mass media have an effect that will affect the audience, one of the mass media that can have an effect on the audience is advertising. Oktavia (2018) says that, Advertising is a tool that can help a company to promote the products or services they sell to the public so that they become interested in wanting to use the product or service. In addition, advertising through television is the fastest way to get consumer response for the product. On the other hand, advertising can also provide an overview to the public about the reality that is around us today.

We can see in Indonesia that more and more advertisements are broadcast through electronic media, namely television, because many people spend their time watching, besides that advertising through television has advantages over other media, namely the presence of audio and

visuals that attract consumers. The effectiveness of advertising using television must be measured because of the high cost of advertising, it is hoped that it will increase profits for the company besides that it can help companies determine the most effective and efficient communication pattern, this is because not all of the viewers fully understand what the advertiser is trying to convey (Masikah, A., & Alwie, AF, 2014). A study on relevance factor in effectiveness on consumer purchase decision in salem district, where the results state that the effectiveness of TV advertising has an influence but not significant on consumer buyer decisions, what distinguishes this research from the previous one is the addition of the brand image variable as an intervening variable and the object of research. In addition to advertising on television, now many advertisements are popping up even on social media such as Youtube, Instagram, Facebook, Twitter and other social media.

According to Agustina (2009), the presence of advertising has become a public commodity and has even become a new force capable of influencing audiences to do what they want. In addition to providing information about a product, advertising can also affect people's perceptions of a product or brand. This refers to the hypodermic needle theory, namely the mass media, especially message makers, have enormous power in influencing the audience, the effect of which is directly injected into the audience's unconscious. Although nowadays audiences can choose what they want to see, read or watch, with the exception of advertisements. Advertisements are always everywhere, television, radio, newspapers, social media, or even on the streets such as banners, billboards and others. With this, advertisements are unavoidable and the audience may not be fully aware of these advertisements. However, because these advertisements are always there or always appear in the mass media which will make the audience unconsciously get the message in these advertisements little by little.

Azis, F., Vera, N., & Yopi, M (2020) suggested that perception is a process in the individual in the process of selecting, evaluating and regulating stimuli that come from outside. Sources of perception can be obtained from hearing, seeing and feeling, in following the ad impressions. Thus perception is the process of how the stimuli (stimuli) are selected, organized and interpreted. Because every stimulus that attracts people's attention, whether consciously or unconsciously, will be interpreted directly by the community. Advertisements that are continuously seen or read by the audience will affect the perception of the audience itself, especially the perception of a product or brand.

Brand is one of the important attributes of a product, where the brand of a product can provide added value for the product. A brand is not only a name for a product, but more than an identity to distinguish it from products produced by other companies. With a special identity, certain products will be more easily recognized by consumers and in turn will certainly make it easier to repurchase the product (Philip Kotler, 2009). To know more about brands, the author presents the theory of brand understanding from several experts. According to Philip Kotler (2009), a brand is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements that have distinguishing features and are used in trade and service activities. .

The purpose of this study was to find out how advertising affects people's perceptions of brands, where people often mention a product as one of the brands. This shows that advertising affects people in perceiving a product or brand.

"Public Perception of Toothpaste Advertising in Mass Media" by Fikri Azis, Nawiroh Vera & Muhammad Yopi (2020). This research is about people's perception of one brand of toothpaste, while our research is about the effect of advertising on a product or brand where people often perceive a product by mentioning one brand or ignoring a brand if its uses and functions are the same. The method used in the previous research was descriptive and survey of a population, while the method we used was descriptive quantitative and used a questionnaire. The subjects we studied were 10 respondents and were not fixed on a particular population.

## 2. RESEARCH METHOD

This research method uses a quantitative descriptive method that describes or describes a systematic, factual and actual picture of the facts, characteristics and relationships between the phenomena being studied (Dewi, NK, & SE, GA 2012) quantitative methods based on a

questionnaire. Questionnaires were distributed to obtain data in the form of respondents' answers which were then used as information as the basis for drawing conclusions. The questionnaire was made in the form of a google form which was distributed to find a broad picture of advertising influencing public perception of the brand.

### 3. RESULTS AND DISCUSSIONS

Dewi, LA P (2018) stated, Advertising creates a symbolic meaning of a product. The symbolization is then negotiated in such a way by the audience. The audience then internalizes the symbolic meanings into themselves when they consume the product. So that advertising and consumption ultimately become a series of internalization processes of symbolization and meaning. According to Shimp (2003) in Arista, ED, & Sri, RT A (2011) defines advertising as an indirect persuasion process, which is based on information about the advantages of a product that is arranged in such a way that it creates a sense of fun that will change people's minds to take action or purchase so that according to the author, what is meant by advertising here is an activity that is used by a person or group of people to influence and direct the minds of others on a particular activity. certain goals by using certain media. Advertising is one of the mass media that aims to promote a product or service, the mass media used in advertising include print media (magazines, newspapers, banners, leaflets, etc.), social media (Youtube, Facebook, Instagram, Twitter, etc.).

**Table 1. Category Respondents Often See Ads**

Category	Frequency	Percent
Yes	10	100%
Not Seldom	-	-
Total	10	100%

**Table 2. Respondent Category Can't Avoid Ads**

Category	Frequency	Percent
Strongly agree	3	30%
Agree	7	70%
Disagree	-	-
Do not agree	-	-
Total	10	100%

From table 1 shows that all respondents often see advertisements, which is related to table 2 that people always see advertisements even though they do not want advertisements because advertisements cannot be avoided from 10 respondents as many as 3 respondents strongly agree and 7 people agree with statement that advertising is unavoidable. This is in line with the hypodermic needle theory. Hypodermic needle theory makes the mass media have great power in influencing the audience. The media shoots the message directly into the audience's head without their own knowledge or the message goes to the audience unconsciously.

**Table 3. Category Flatfrom Respondents Viewing Ads**

Category	Frequency	Percent
Television or Radio	5	50%
Social Media (Youtube, Instagram, Facebook, Twitter, etc.)	5	50%
Print Media (Newspapers, Magazines, Banners, Leaflets, etc.)	-	-
Total	10	100%

**Table 4. Product Category Need to do Advertising**

Category	Frequency	Percent
Strongly agree	8	80%
Agree	2	20%
Do not agree	-	-
Strongly Disagree	-	-

Category	Frequency	Percent
Total	10	100%

Based on tables 3 and 4 above, it can be seen that the most respondents saw advertisements through social media as much as 50%, saw advertisements through television as much as 50% too, and no one chose to see advertisements through print media, this is because people today are less interested with print media and switch to electronic media and the internet. A total of 8 people voted strongly agree and 2 people chose to agree that a product should advertise. This relates to various kinds of mass media that can be used to create advertisements and also as a means of promoting a product or service. According to Agustina Rizky, R (2009), Television advertising is a communication tool (introduction) to consumers of the existence of a product, where there are communication activities carried out by buyers and sellers and are activities that assist in making decisions in the field of marketing and directing exchanges to be more satisfying by making all parties aware to do better. Television advertisements are also more interesting than advertisements in print media, because on television we can see visually coupled with effects that will make an advertisement more lively. Advertising on social media is the same as advertising on television, it's just that nowadays social media is more widely used by the public. While print media is rarely used and people are less interested in print media because print media tends to only describe and contain images that lack visualization.

**Table 5.** Product Category must Have Brand /Distinctive Characteristics

Category	Frequency	Percent
Strongly agree	10	100%
Agree	-	-
Do not agree	-	-
Strongly Disagree	-	-
Total	10	100%

Based on the table above, a product must have a brand or brand as a differentiator for a product. Brand is one of the important attributes of a product, where the brand of a product can provide added value for the product. A brand is not only a name for a product, but more than an identity to distinguish it from products produced by other companies. With a special identity, certain products will be more easily recognized by consumers and in turn will certainly make it easier to repurchase the product (Philip Kotler, 2009). To know more about brands, the author presents the theory of brand understanding from several experts. According to (Philip Kotler, 2009), states that the brand is a sign in the form of pictures, names, words, letters, numbers, color arrangement,

According to Tjahyadi (2006), the term customer loyalty refers to customer loyalty to a particular object, such as a brand, product, service, or store. In general, brands are often used as objects of customer loyalty. Brand loyalty reflects customer loyalty to a particular brand. Brand loyalty is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand, and have a tendency to continue their purchases in the future. Defines a brand as a name, term, sign, symbol, or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Like humans, brands have an identity called character. Character is the life and personality contained in a brand (Maulana, 2012: 8) inside (Nugrahaini, RL, 2014). Character is important because it becomes an identity for a brand so that it can be recognized by consumers.

**Table 6.** Advertising Category can affect Respondents Perception

Category	Frequency	Percent
Strongly agree	3	30%
Agree	7	70%
Do not agree	-	-
Strongly Disagree	-	-
Total	10	100%

The table above shows as many as 3 respondents strongly agree and 7 people agree that advertising can affect the perception of a brand, this is related to the hypodermic needle theory,

that the media has great power in giving effect to the public's unconscious. Ads that cannot be avoided will make the audience get a message unconsciously which will later affect the audience towards a product. This often happens in our daily lives, consciously or unconsciously, we often mention a product by mentioning one brand, for example, mineral water which is often called "Aqua", deodorizer for clothes which is called "Molto", toothpaste called "Aqua". Odol", and many others.

**Table 7.** Respondents' Categories of Brands Are More Important than Usability

Category	Frequency	Percent
Strongly agree	1	10%
Agree	-	-
Disagree	7	70%
Do not agree	2	20%
Total	10	100%

Judging from the table above, it shows that 1 respondent chose to strongly agree with attaching importance to a brand rather than its usefulness, while 7 people chose not to agree and 2 people chose to disagree with attaching importance to a brand rather than its usefulness, which means 8 people were more concerned with its usefulness than its brand. Where a product usually has many brands but the use is the same so that some people may not be too concerned with a brand if the uses are the same. Just as a consumer buys mineral water by saying "Aqua" but the seller gives mineral water with a different brand, for example "Ron 88", but the consumer receives the mineral water "Ron 88" even though he mentions the brand "Aqua", This is because the perceptions of consumers and sellers are influenced by advertisements circulating in the mass media, so they are not too concerned with a brand if the uses are the same. Thus an advertisement is very important in promoting a product and a product needs to have a brand so that it has its own characteristics and becomes a differentiator from other products. Advertisements that are often displayed on social media will have an effect on the audience or society so that this will affect the public in perceiving a product or brand. Thus an advertisement is very important in promoting a product and a product needs to have a brand so that it has its own characteristics and becomes a differentiator from other products. Advertisements that are often displayed on social media will have an effect on the audience or society so that this will affect the public in perceiving a product or brand. Thus an advertisement is very important in promoting a product and a product needs to have a brand so that it has its own characteristics and becomes a differentiator from other products. Advertisements that are often displayed on social media will have an effect on the audience or society so that this will affect the public in perceiving a product or brand.

#### 4. CONCLUSION

Mass media is a medium that has a broad scope in reaching audiences, of course the mass media has an effect. Effects are changes that occur in the audience due to exposure to media messages. One of the mass media that has an effect in influencing the audience is advertising. Advertising as an indirect persuasion process, which is based on information about the advantages of a product that is arranged in such a way that it creates a sense of fun that will change people's minds to take action or purchase so that according to the author, what is meant by advertising here is an activity used by a person or group of people. to influence and direct the minds of others to a certain goal by using certain media. All respondents often see advertisements and agree that a product needs to do advertising. With a special identity, certain products will be more easily recognized by consumers and in turn will certainly make it easier to repurchase the product. Showing the brand to the product will have an effect on the public so that people know and remember the brand that we make. And advertising can affect the public's perspective on a brand because the message conveyed enters the audience's unconscious. Showing the brand to the product will have an effect on the public so that people know and remember the brand that we make. And advertising can affect the public's perspective on a brand because the message conveyed enters the audience's unconscious. Showing the brand to the product will have an effect on the public so that people

know and remember the brand that we make. And advertising can affect the public's perspective on a brand because the message conveyed enters the audience's unconscious.

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