



## The Effect of Video and Advertorial Advertising Forms on Interest in Information Seeking

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### Abstract

*There's very tough competition in today's business. Supported by a pandemic like what happened today, new Usaha Mikro Kecil Menengah (UMKMs) are increasingly emerging and producing products similar to products made by UMKMs that have started their business first. This situation impacts these UMKMs, where each UMKM must choose the right marketing strategy to increase consumer interest to search for information on products they sell. One of the things that they can do is to do marketing through social media, such as Instagram, which can be in advertisements in the form of videos or advertorials. Proper marketing can increase the interest in seeking information on the product they sell. The concept of AIDA (Attention, Interest, Desire, Action), especially in the dimensions of attention and interest, is used in this study. The purpose of this study is to see the effect of video and advertorial advertising forms on interest in information seeking. This research uses quantitative research methods with the type of experiment with the number of respondents as many as 124 people, where 60 people received treatment in the form of advertising in the form of video and 64 other people received treatment in the form of advertising with advertorial form. The results of this study indicate that the form of video ads and advertorials influences information-seeking interest. Video ads have a more significant effect on information-seeking interest than ads with advertorial forms.*

**Keywords:** *video advertising, advertorial advertising, usaha mikro kecil menengah, information seeking, pandemic*

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## **INTRODUCTION**

As time goes by, developments in all aspects of life are growing rapidly. One of them is in the business world. Rapid developments in the business world directly impact the form of very tight competition in it. What's more, during this pandemic, people are increasingly motivated to open their own Usaha Mikro Kecil Menengah, or what we currently know as UMKMs. With the proliferation of new Usaha Mikro Kecil Menengah (UMKMs) during this pandemic, it turns out that not all of them have products that are diverse or different from one another. Not a few UMKMs have products that come from the same or even similar categories. Usually, this is supported by an ongoing trend, where UMKMs tend to open businesses by taking advantage of opportunities based on what is in demand or sought by the community. Related to this, each UMKM must be able to determine the right marketing strategy for their business. This, of course, aims to increase the public's interest in searching for information on the products they market.

Information seeking is one of the important things for every UMKM because information seeking is one of the stages in the buying decision process model (Swastha 2006). In connection with the search for this information, the interest of consumers must search for information related to the products they sell. As stated in one of the concepts of AIDA advertising media effect hierarchy (Attention, Interest, Desire, Action) introduced by E. St. Elmo Lewis in 1898, it is clear that the process of interest or interest occupies the second position in the AIDA advertising media effect hierarchy. This illustrates that interest occurs after consumers graduate from awareness about the product and begin to be interested in the products offered (Irfan 2014). Where the UMKMs successfully form this interest, it can positively impact the next stage, namely the desire and action in the form of a desire to buy the product, which ends in the purchase. In addition, interest is defined as the emergence of consumer buying interest interested in the object introduced by a marketer (Assael 2002). Therefore, in the context of this research are UMKMs, marketers must choose an effective marketing strategy to increase consumer interest in the products they sell. Related to this, the most effective marketing strategy to apply is to use advertisements.

Advertising is a general term that refers to all forms of communication techniques marketers use to reach their consumers and convey their messages (Moriarty 2009). In addition, advertising has several functions, such as providing information, persuading or influencing, creating an impression, and satisfying desires (Swastha 2002). One of the ways to communicate is through social media, which is classified as new media. The emergence of new media brings its color that influences the style of human communication. Advertising activities which are also part of communication, are also affected.

Eisenberg defines social media as an online platform for interacting, collaborating and creating or sharing various digital content (Pakuningjati 2015). Based on data released by [napoleoncat.com](http://napoleoncat.com), the trend of using social media in Indonesia has increased, especially Instagram, in 2020. In this regard, UMKMs take advantage of the existing trend of using social media to be used as a way to market their products. Information about products can be widely spread and conveyed to the public, leading to a brand that social media users know. The output for marketing through social media is to increase the public's attention to a product and is expected to increase consumers' interest in searching for information on the marketed product. A survey of 2000 Usaha Mikro Kecil Menengah (UMKMs) was conducted by the Indonesian E-commerce Association (idEA) in 2017 in 10 cities in Indonesia. Through the survey, it was found that online product was found sales activities are still and will continue to be carried out. The UMKMs stated that social media platforms were still the preferred platform to carry out online buying and selling activities compared to marketplaces and the use of personal websites. Data from idEA shows that online transactions through social media on Facebook and Instagram have reached 66%.

To support the statistics on the use of social media and online shopping activities, social media is said to have a significant effect on brand awareness of a product (Tritama & Tarigan 2016). Increased brand awareness will have an impact on increasing interest in searching for information on the product. According to Tritama and Tarigan (2016), companies that will release new products should market their products through social media because marketing activities through social media will increase public awareness of the new product.

Related to product marketing through social media, Instagram is the most used social media platform. Instagram is defined as a group of applications using

an internet-based and web 2.0 technology that allows the exchange and creation of user-generated content (Kaplan and Haenlein 2015). The growing popularity of Instagram as an application for sharing photos has resulted in many users getting into the realm of business, such as social business accounts that also promote their products through Instagram (M Nisrina 2015). In this case, business owners can upload content to promote the products they market to increase interest in the products being marketed. The content can be in publications such as text, photos, and videos that are facilities for consumers to interact with each other (Vries, Gensler, & Leeftang 2012). Axonn Research found that seven out of ten respondents see brands' images as more positive after watching interesting videos they produce. Forrester also reports that a one-minute video has the same impact as an article containing 1.8 million words. Thus, it can be seen that based on the results of the study, video advertisements are more effective than text/narrative advertisements.

Based on the description above, the researcher uses several previous studies as a reference. This is done to reduce the similarity of things that previous researchers have done. Some of the previous studies that have been carried out are the first conducted by Mochamad Fajar Adi Prabowo & Sylvie Nurfebriani in 2017, which resulted in the conclusion that video advertising content has a positive influence on consumer interest. Based on this research, this research is expected to explain in more detail the influence of a broader form of advertising, namely in the form of videos, photos, and narratives on interest in information seeking, especially through research conducted with experimental methods. Furthermore, Similar research was carried out by Arief Pratama & Rosita Anggraeni in 2019. This research made Youtube advertising the subject of research. In addition, it is concluded that Youtube advertising has a strong influence on consumer response. Based on this research, it is hoped that this research can provide an overview and a more in-depth explanation regarding the influence of media forms on interest in information seeking.

Based on the information above, the researcher concludes that the clear difference between the previous research and the research the researcher intends to do lies in the object and subject under study. In previous studies, research was carried out on video advertising and YouTube advertising which caused the

research to be less focused on the form of advertising itself. Meanwhile, in this study, researchers will conduct more narrow research in the form of video and advertorial advertisements. It is hoped that this research will get more detailed results. Results can be found to see which form of advertising is the most effective in increasing consumer interest in information seeking on the marketed products.

In addition, the second difference that is clearly illustrated from previous research with the research that the researcher wants to do is in the research method used. Where previous research used non-experimental research methods such as descriptive and survey research, these types of research have shortcomings, such as when finding unwanted respondents and exploratory research, which has a wider scope of research, can be changed according to conditions and requires further research to get the final results of the research. Meanwhile, quantitative research methods with experimental types are used in this study, whose results can be accounted for because researchers have the opportunity to choose respondents for their research,

Developments in the world of technology, business competition, the importance of increasing interest regarding the products being marketed, as well as consumer interest in the forms of video advertisements described above, and the shortcomings of previous research that has been done, the researchers decided to research with the title "The Influence of Video and Advertorial Advertising Forms on Interest in Searching for Information. Experimental Study on Advertising of Brand "X" Food Products on Instagram in Q4 - 2020".

In addition to strengthening the variables that support the effect of video and advertorial advertising forms in information seeking, the novelty raised in this study is to see which forms of advertising that more effective to use to influence the interest in finding information on food product ads on the Instagram platform. Through this novelty, it is hoped that UMKM owners can evaluate the selected form of advertising to have a positive impact on their business

## **METHOD**

In this study, the researcher uses a positivistic paradigm defined as a linear process or a causal process that reflects the message sender's efforts to change the knowledge of the passive recipient of the message (Ardianto 2009).

A quantitative approach is used in this study. Quantitative research requires reducing the phenomenon to numerical to perform statistical analysis (Apuke 2017). Researchers use research methods with experimental types (quantitative methods) to see cause-and-effect relationships (Neumann 2006). This experimental method is simply by trying something and systematically observing what happens (Lindawati 2017). Through this experimental method, respondents were given different treatments to see if the treatment's effect on the respondent's attitude or behavior.

Meanwhile, the researcher used a pre-experimental design for the research design by carrying out a one-shot experimental approach; namely, experimental research carried out with a design where a group was given treatment or treatment. Then the results were observed (Sugiyono 2016). This design contains the paradigm that there will be a group that will be given treatment first, and then the results of the given treatment will be observed. Subjects in this study will receive treatment in advertisements in the form of videos and advertorials. After that, the respondents were observed through a post-test in the form of a questionnaire.

The variables in this study are divided into two variables where there is an independent variable (the independent variable) which is a form of video advertising. In contrast, the dependent variable (the dependent variable) is the level of interest in seeking the information as measured by the AIDA concept (Attention, Interest, Desire, Action) regarding the dimensions of attention and interest.

The population in this study were women and men with an age limit of 18-34 years and were Instagram users. The on-probability sampling method - purposive sampling, was chosen by the researcher to take the sample.

After calculating the number of samples needed in this study, the researchers divided the sample into two groups with two different treatments, namely samples that would receive treatment in the form of advertisements in the form of videos and samples that would receive treatment in the form of advertisements in the form of advertorials. Furthermore, the researcher distributed the questionnaire, which is the instrument in this study, to the sample in the study population. The questionnaire contains statements related to the problem under

study. After that, a questionnaire will be given to respondents included in the criteria set by the researcher, namely 18-34 years old, male and female, type of work done, and is a user of social media, especially Instagram.

Researcher was collecting data by distributing questionnaires using a Likert scale measurement to measure the research instrument. The researcher chose this to measure the interest in seeking information, attitudes, and opinions of a person, which is a research response to the influence of the forms of video and advertorial advertisements given. The data collection process was carried out to obtain the information needed to achieve the research objectives, namely to determine the effect of video and advertorial advertisements on interest in information retrieval. In this study, the researchers also tested the reliability and validity of the questionnaire questions given to respondents to obtain reliable information to reveal information in the field as a data collection tool (Sugiarto and Sitinjak 2006).

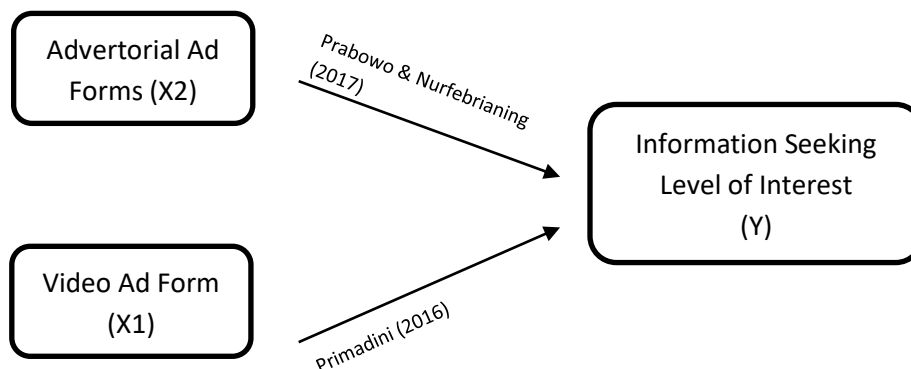
Meanwhile, for the data analysis technique, the researcher used the Anova Test to test, assign values, and analyze whether there was an average difference between the variables tested. The variable tested was the form of video advertising as the independent variable (independent variable) and the level of interest in information seeking as the dependent variable (the dependent variable).

## RESULTS AND DISCUSSION

To find out the effect of advertorial and video advertising forms on interest in information seeking marketed through the Instagram platform, the researchers developed a theoretical framework as follows:

**Figure 1.**

### The Researchers Developed a Theoretical Framework



**H1 : There is an influence between the form of video advertising on the level of interest in information seeking**

There is a relationship between the presentation of advertisements in videos and someone's interest in seeking more information regarding the products advertised on social media. As stated by Prabowo and Nurfebriani (2017), advertising efforts using the form of video ads have a positive effect on consumer interest in finding more information about a product through the Tokopedia marketplace, one of the largest online marketplaces in Indonesia.

**H2 : There is an influence between the form of advertorial advertising on the level of interest in information seeking**

There is a relationship between the presentation of advertisements in the form of narration/text and someone's interest in seeking more information regarding the products advertised on social media. This hypothesis is supported by research by Primadini (2016) which states that the success of advertorial advertising to attract consumers lies in the level of credibility of the advertorial. Credible advertising can create consumer interest to read more about the goods or services being advertised.

Before presenting the results of this study, the researcher will first describe the results of the data feasibility test. The reliability test was carried out. Through the Cronbach Alpha value, it was found that all the components of the questions or variables presented in the questionnaire aimed at the treatment were reliable. The value of Cronbach Alpha from all questionnaires for both video and advertorial treatment is  $> 0.6$ , which means that all question components or variables in the questionnaire distributed to respondents are reliable.

In addition, through the Anova test conducted, for the results of descriptive analysis, information was obtained that the number of respondents who were given treatment in the form of video advertisements was 60 people. For respondents who were given treatment in the form of advertorial, advertisements amounted to 64 people with the maximum and minimum value the answers were 1 and 4. from the Likert scale that the researcher used, where 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree). The mean or average value of respondents' answers given the treatment of advertising in the form of



video is 2.86 and for the treatment of advertising in the form of advertorials is 2.56.

Based on the test *Homogeneity of Variances*, the result is 0.388 (greater than 0.05), which means that it is not significant, so there is no difference in variance between the forms of video ads and advertorials. The difference is only in the average, so the Anova test is valid to do.

Anova Test provides a value to analyze whether there is an average difference between the variables tested. Where the hypothesis is:

1. H<sub>0</sub> = There is no difference in the average response to advertorial and video ad treatment.
2. H<sub>1</sub> = There is a difference in the average response to advertorial and video ad treatment.

In addition, through the Anova test, the probability result is 0.000 or less than 0.05 (<0.05).

Furthermore, the Post Hoc test was conducted to see which variables had significant differences. It is obtained that the mean or average of video ads is significantly different from the form of advertorial ads with an average value of 0.29936 and a significance value of 0.007.

Based on research that has been carried out using experimental quantitative methods, this study found that there was an influence between the form of video and advertorial advertising on the level of interest in information seeking, the more concrete advertising in the form of the video had a more significant effect on the level of interest in information seeking, so it can be said that both The research hypothesis presented in the previous chapter has been proven.

Why is the interest in finding the information needed for UMKMs who want to market their products through social media? To explain this finding, it can refer to the concept of AIDA (Attention, Interest, Desire, Action). The interest itself arises after consumers, or in this study, are social media users who already are aware of the products being marketed. Suppose the attention has brought consumers to be interested in the products being marketed. In that case, it is expected to positively impact marketers; namely, consumers have a desire for the products being marketed and make a purchase (action).

A questionnaire given to respondents with two different treatments, namely in the form of video ads and advertorial ads, provides more detailed results regarding consumer interest in video ads than advertorials.

**Table 1.**  
**Respondent's Responses of Level of Attention for Video Ads**

Questionnaire Items	Responses	
	Agree	Strongly Agree
1 I am aware of the visualizations (images, colors, and lighting) in the product's advertisement.	62.3%	31.1%
2 I am aware of paying attention to the form of the video in the advertisement of the product.	75.4%	19.7%
3 I am aware of paying close attention to the product information in the advertisement.	70.5%	14.8%

**Table 2.**  
**Respondent's Responses of Level of Interest for Video Ads**

Questionnaire Items	Responses	
	Agree	Strongly Agree
1 I am interested in visualization in video ads.	71.7%	20%
2 I am interested in the information contained in the ad.	70%	16.7%
3 I am interested in the storyline of the advertisement in the form of a video of the product.	68.3%	14.8%
4 I am interested in searching for information on these products after seeing advertisements for these products in the form of videos.	66.7%	15%

Based on the two tables above, it can be concluded that more than 50% of respondents answered they agree to the statement given, which means that video advertising can make respondents who are social media users have attention and interest in the products being marketed, so they become interested in searching for information towards the products being marketed after seeing the advertisement in the form of the video.

To support this conclusion, the researcher will present the results of the respondents' answers who were given treatment in the form of advertorial advertisements presented in the table below.

**Table 3.**  
**Respondent's Responses of Level of Attention for Advertorial Ads**

		Responses	
	Questionnaire Items	Agree	Strongly Agree
1	I am aware of paying attention to the form of advertising in the advertorial writing of the product.	49.3%	29.9%
2	I am aware of paying close attention to the product information in the advertisement.	46.3%	31.3%

**Table 4.**  
**Respondent's Responses of Level of**

		Responses	
	Questionnaire Items	Agree	Strongly Agree
1	I am interested in the product information in the ad.	31.3%	29.7%
2	I am interested in the narrative on the advertorial form of the product.	37.5%	17.2%
3	I am interested in searching for information on these products after seeing advertisements for these products in written form ( <i>advertorial</i> ).	40.6%	9.4%

Based on the two tables containing the percentage of respondents who received treatment in the form of advertorial advertisements, it can be said that less than 50% of respondents had the attention and interest to seek information on the products being marketed after seeing the advertorial advertisements given. This is because, as stated by Priharto (2020) that advertisements made in written form will provide various kinds of complete information for potential customers, but on the other hand, according to Kate Harrison in Forbes (2016), a website that provides written descriptions of goods or services. The services offered for reading are not enough to get potential customers fully engaged. Other than that, audiences also tend to choose advertisements in videos that have attractive visualizations in delivering messages or providing explanations for the products being marketed because they are more attractive and easier to understand. This is because advertisements in the form of advertorials with a lot of information and long exposures tend to not attract the attention of the entire audience and cause saturation in the process of reading the information.

Through the explanation that has been done above, it can be seen that the results of this study are in line with the results of previous research conducted by Mochamad Fajar Adi Prabowo & Sylvie Nurfebriani (2017), which showed that video advertising content had a positive effect on consumer interest. In addition, the results of this study are also in line with the results of research conducted by Arief Pratama & Rosita Anggraeni (2019), which shows that Youtube advertising has a strong influence on consumer response. However, through this study, new, more detailed results were found, namely that where in previous studies only focused on Youtube advertising which affected consumer response and video advertising on consumer interest, Through this research, it was found that advertisements in the form of videos have a positive influence in increasing interest in seeking information on marketed products. Thus, it can be said that the results of this study confirm previous studies regarding the importance of choosing the form of video advertising in influencing interest in information seeking.

Based on the results of the tests carried out in this study, this is in line with some of the assumptions presented in the introduction, namely that video ads are more attractive than other types of advertising. Respondents or in this study are

social media users who feel more interested in advertisements in the form of videos but which have a duration of less than one minute, soft selling, and of course, attractive appearance. Meanwhile, advertorial advertisements, especially in the form of long writings and paragraphs, are less able to awaken awareness or interest from social media users towards a product being marketed.

This research's practical implications should be that UMKMs can sustainably use digital marketing methods considering the current development of the digital world, so it can be easier to convey marketing messages, of course, with the right form of marketing to consumers. This is because different forms of advertising will produce different outputs for the search for information on marketed products. In addition, UMKMs are also expected to optimize marketing on social media, especially Instagram, by using advertisements in the form of videos because they have a significant influence on information retrieval.

## CONCLUSION

Through this study, the researchers found the following conclusions. First, there is the influence of video and advertorial advertisements on interest in information seeking. This can be seen through the results of the Anova Test, which states that the form of advertising influences a person's interest in seeking more information about the products being marketed. In addition, through the results of the Post Hoc Test, it was found that advertisements in the form of advertorials had a significant difference from the forms of video advertisements. In addition, it is also found that video has the greatest influence on interest in information seeking. It can be concluded that advertising in the form of video has a high level of effectiveness in influencing the interest in finding information on a marketed product. Where videos that have an attractive visual appearance can directly convey information clearly and briefly will be preferred by social media users to have a positive effect on the products being marketed.

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