

THE ATTRACTIVENESS OF SHOPEE ADVERTISEMENT TO BUYER INTEREST

AzzahraAisyaRahmi,
Shahnaz Sabahunnur Kautsar,
Wahyunengsih

Universitas Islam Negeri Syarif Hidayatullah Jakarta
Email: shahnazsabahunnur.kautsar22@mhs.uinjkt.ac.id

Abstract

The purpose of this research is to find out the special buyer's interest in journalism students in reading the submitted advertisements. This research uses qualitative research to facilitate data collection to be analyzed. This research into the attractiveness of shopee advertising will result in detailed research and knowledge based on an attempt to build a view that is formed from a complex big picture. From the results of the study and the results of the discussion of this study, it can be concluded that the 2022 journalism students agree with the attractiveness of shopee advertisements attracting buying interest. Because the ads that are delivered are clear, creative, and have audio that can make people who watch the ad that runs until it runs out. From the ad impressions that were delivered, they received a positive response, making the audience watch until the end.

Keywords: *advertisement, attractive, buyer interest.*

Abstrak

Tujuan penelitian ini adalah untuk mengetahui minat pembeli khusus mahasiswa jurnalistik dalam membaca iklan yang diajukan. Penelitian ini menggunakan penelitian kualitatif untuk memudahkan

Azzahra Aisyah Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

pengumpulan data yang akan dianalisis. Penelitian tentang daya tarik iklan shopee ini akan menghasilkan penelitian dan pengetahuan yang mendetail berdasarkan upaya membangun pandangan yang terbentuk dari gambaran besar yang kompleks. Dari hasil penelitian dan hasil pembahasan penelitian ini dapat disimpulkan bahwa mahasiswa jurnalistik 2022 setuju dengan daya tarik iklan shopee menarik minat pembeli. Karena iklan yang ditayangkan jelas, kreatif, dan memiliki audio yang dapat membuat orang yang menonton iklan tersebut berjalan hingga habis. Dari tayangan iklan yang ditayangkan, mereka mendapatkan respon yang positif, membuat penonton menonton sampai habis.

Kata Kunci: iklan, daya tarik, minat pembeli.

A. Introduction

The studies related to this title are as follows. First, according to Shopee must update existing content to strengthen product purchase decisions. Second¹, emotional advertising partially affects purchasing decisions very. Emotional advertising and environmental advertising have a significant impact on purchasing decisions at the same time. Third, one of the objectives of advertising is to influence consumers' feelings toward the brand, increase sales, and create a positive emotional response to advertising. Emotional advertising can evoke certain feelings when potential buyers see the advertisement delivered. Creative advertising also increases the level of positive emotions of potential consumers. In addition, Shopee also uses marketing techniques that

¹Ratu danGunawan, Pengaruh Emotional Advertising dan Environment Advertising Terhadap Keputusan Pembelian pada Marketplace, 30 Agustus 2020.

follow current trends or use them as advertising content². The display of Shopee ads on social media is visually and audibly very creative. The brilliant idea of an advertising agency caught the public's attention. However, the message conveyed was easy to understand, even with an unusual idea.

Shopee itself eventually attracted advertisements and customer comments and had a positive and significant impact³. The attractiveness of the advertisement itself has a positive effect on consumer consumption interest in shopping applications, and the discount given has a significant effect on consumer consumption interest. In addition to Shopee's interesting creative ideas, advertising slogans are characterized by the use of perfect word structures. The companies used are formal and informal because of the release of ties⁴.

Advertising attractiveness, information quality, convenience, and reliability together have a significant influence on purchasing decisions. trust is the most important during purchasing decisions furthermore, There is a substantial, positive, and significant influence between e-commerce shopper advertisements and purchase decisions. The impact is positive, Better advertising makes more buying decisions, the less advertising makes fewer purchase decisions. There is a strong, positive, and significant influence between shopee promotions and purchasing decisions. The impact is positive. That is, increased promotion causes an

²Fauziah, F., Strategi Komunikasi Bisnis Online Shop "Shopee" dalam Meningkatkan Penjualan, Abiwara: Jurnal Vokasi Administrasi Bisnis, 2020, Vol. 1 No. 2, hlm 45-53.

³Anggoro, M.A, dan Purba, M.I, The Impact of Attractiveness of Ads and Customer Comments Against to Purchase Decision of Customer Products on The User of Online Shop Applications in the City of Medan, Jurnal Ilmiah Bina Manajemen, 2020, Vol. 3 No.1, hlm 1-9.

⁴Anggraeni, N.N, Keformalan dan Fungsi Bahasa Iklan Produk di Lazada, The Journal of Universitas Negeri Surabaya, 2021.

Azzahra Aisya Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

increase in purchasing decisions, and decreased promotions cause a decrease in purchasing decisions.

The difference between this study and the researchers above is that in our study, we will explain how the attractiveness of shopee advertising in attracting buyers' interest in students in the journalism department at SyarifHidayatullah State Islamic University Jakarta, especially in the class of 2022 students.

The reason for choosing journalism students is as follows. First, because journalism is closely related to advertising. Journalism students in the future will learn to make a text in the form of language, signs/symbols, images, sound, and video, then transform it into writing or this impression will be the product of the mass media. These products will be divided into two classifications, namely entertainment products and news products (journalists). Second, advertising is the main source of income for privately owned mass media, both print and electronic. This advertising source is divided into two. That is, advertising from individuals with economic interests (selling products). And government advertisements, which are the majority, represent the socialization of government programs and government institutions, and in particular, advertisements play a role in communicating product brands to the masses.

The reason the researchers chose the attractiveness of shopee advertising is first, based on research, shopee is the most downloaded e-commerce application by the global community since 2021. The number of shopee downloads was recorded at 203 million in 2021. From there we were interested in researching this subject. We want to know how the ads that Shopee displays are effective or not to attract potential buyers.

And the researcher wants to see how the advertisements displayed affect journalism students to buy products sold in the shopee application.

The basic theory that supports our foundations in this research is as follows. Attractiveness consists of three aspects, namely similarity (similarity), familiarity (familiarity), and a sense of interest (interest), which means that endorsers are considered attractive to the audience if they have similarities and familiarity with each other or they like the characteristics of the endorser from the audience. style of speech, the way the endorser conveys information, or new things that the endorser brings regardless of having similarities and familiarity or not. According to endorsers are ad supporters or known as advertising stars who help promote advertised products. Attractiveness indicators according to⁵ are attractive, classy, beautiful, elegant, and sexy. Attractive endorsers are consistently preferred and have a positive impact on the products they advertise. When audiences are attracted to endorsers, they tend to accept beliefs, attitudes, behavior, interests, or preferences⁶.

Advertising is all forms of ideas for the presentation and promotion of goods or services directly without involving interpersonal contact by a particular sponsor that requires the purchase. The theory of Advertising is a form of universal communication in which there are several messages conveyed persuasively by the sponsor. It aims to influence the public to buy the marketed product. This ad is made by paying for certain media used. While the definition of advertising is a certain communication process that aims to invite and persuade people

⁵ Ohanian, Construction and Validation of a Scale to Measure Celebrity Endorsers Perceived Expertise, trustworthiness, and attractiveness, Journal of Advertising, Vol. 19 No. 3, hlm 39-52.

⁶ Shimp, Integrated Marketing Edisi 9, Library of Congress Control Number: 2012945620 ISBN-13: 978-1-111-58021-6 ISBN-10: 1-111-58021-9, 2013

Azzahra Aisya Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

to do something that can provide benefits for the advertiser.⁷ Explain that advertising is a profitable investment. To achieve the desired profit, intermediate targets are needed, namely sales targets or market share depending on the goals set by the company at that time.

The marketplace is the use of electronic data and applications for planning and implementing the conception, distribution, and pricing of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. One of the most famous marketplaces in Indonesia is Shopee, Shopee is an online buying and selling application that offers a variety of products ranging from fashion to products for daily needs. Shopee is present in the form of a mobile application to make it easier for users to do online shopping without having to open a website through a computer device. Shopee started to enter the Indonesian market at the end of May 2015 and started operating at the end of June 2015 in Indonesia. Shopee is a Singapore-based subsidiary of Garena.

Marketing Communication Strategy is something process processing and production which addressed conveying a message which will pass one or more channels to all audience group targets, which is conducted by Keep going continuously and two directions with a destination for support effectiveness and efficient marketing. Process this in progress Keep going continuously, starting from the planning stage, delivery of a product, until the activity promotion and marketing direct⁸. Marketing communication is a means used by companies to inform, persuade, and remind consumers both directly and indirectly about the

⁷ Rossiter, Advertising and Promotion Management, (NewYork: Mc. Grow Hill Book Company, 1987).

⁸ Kotler, ManajemenPemasaran, (Jakarta: Erlangga, 1989).

products and brands being sold⁹. There are eight marketing communication mixes, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive/internet marketing, WOM marketing, to personal selling¹⁰.

Purchase intention can be interpreted as a desire to buy where the desire is a plan to engage in a specific behavior to achieve goals. Buying interest is obtained from a learning process and a thought process that forms a perception¹¹. The indicators of buying interest according to Schiffman and Kanuk (2008) are as follows (1) Interest in seeking more information about the product (2) Considering buying (3) Desire to know the product (4) Interest in trying the product (5) Desire to own the product

Based on the explanation above, the formulation of the problem and the objectives of this research are as follows. How is the appeal of shopee advertising in increasing consumer buying interest in the scope of Islamic universities?

In line with the formulation of the problem, the purpose of this research is to find out the special buyer's interest in journalism students in reading the submitted advertisement.

This research uses qualitative research to facilitate data collection to be analyzed. This research into the attractiveness of shopee advertising will result in detailed research and knowledge based on an attempt to build a view that is formed from a complex big picture.

⁹ Kotler dan Keller, Manajemen Pemasaran, (Jakarta: Edisi 13 Jilid 2 Erlangga, 2010).

¹⁰ Kotler dan Keller, Marketing Management Global Edition, E-book, 2012.

¹¹ Soebagyo dan Subagio, Analisa Pengaruh Stoer Image Terhadap Purchase Intention di Toserba "Ramai" N Gawi, Jurnal Manajemen Pemasaran, 2014, Vol. 1 No. 2, hlm 1-9.

Azzahra Aisya Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

This research data collection uses a questionnaire instrument with a descriptive approach. The questionnaire that the researcher made uses a Likert Scale which is useful for measuring a person's attitudes, opinions, and perceptions about social events or phenomena. Questionnaires will be distributed to approximately 160 2022 journalism students, namely sixty respondents because they have exceeded thirty percent of the total population of journalism students in the first semester of 2022.

Each answer will be revealed with a sentence in the question or attitude support that is revealed and each answer has points to be: strongly agree point 4, agree point 3, disagree point 2, strongly disagree point 1. Researchers will take data from the recording results in the form of facts that can be used to compile information in a need.

In this study, researchers will place themselves as facilitators who will interpret shopee advertisements that appear on the internet or social media and then determine how attractiveness is displayed in these advertisements.

B. Discussion And Result

This research was conducted to determine the attractiveness of shopee in attracting buyers within the scope of the Islamic University, especially journalism students. Attractiveness consists of three aspects, namely similarity (similarity), familiarity (familiarity), and a sense of interest (interest), which means that endorsers are considered attractive to the audience if they have similarities and familiarity with each other or they like the characteristics of the endorser from the audience. style of speech, the way the endorser conveys

information, or new things that the endorser brings regardless of having similarities and familiarity or not¹².

The ads displayed can attract buyers. Advertising is a form of universal communication in which there are several messages conveyed persuasively by the sponsor. It aims to influence the public to buy the marketed product.

This study found that 70 respondents were journalism students in 2022. Which resulted in a positive response to shopee advertisements.

¹²Shimp, Integrated Marketing Edisi 9, Library of Congress Control Number: 2012945620 ISBN-13: 978-1-111-58021-6 ISBN-10: 1-111-58021-9, 2013

Azzahra Aisya Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

Tabel 1. question

question	answer	percentage
Can Shopee ad impressions attract attention and create curiosity for viewers to watch from the beginning to the end of the show?	agree	56.5%
The use of brand ambassadors such as Tukul Arwana in the "Shopee COD" advertisement makes you remember the Shopee advertisement	agrees	49.3%
Would you buy a product if the store had a "free shipping" label?	Strongly agree	65.2%

Shopee ad impressions can attract 56.5% of the audience to watch the ad from beginning to end. This means that the impressions displayed are interesting and creative. This statement is in line with the findings of previous researchers, namely, Shopee's creative ideas are so interesting, advertising slogans are marked by the use of perfect word structures.

The companies used are formal and informal because of the release of ties¹³. In addition, the advertising message offered is "free postage" which makes journalism students interested in buying the product, as many as 65.2% strongly agree to buy the product if there is a "free postage" label.

¹³Anggraeni, N.N, Keformalan dan Fungsi Bahasa IklanProduk di Lazada, The Journal of Universitas Negeri Surabaya, 2021

The use of the Tukul Arwana brand ambassador in the "Shopee COD" ad reminds me that 49.3% agree that the ad is interesting, this result is also in line with previous research which stated that Shopee also uses marketing techniques that follow current trends or use it as a marketing strategy. advertising content with Shopee ad display on social media visually and audibly is very creative¹⁴.

C. Conclusion

From the results of the study and the results of the discussion of this study, it can be concluded that the 2022 journalism students agree with the attractiveness of shopee advertisements attracting buying interest. Because the ads that are delivered are clear, creative, and have audio that can make people who watch the ad that runs until it runs out. From the ad impressions that were delivered, they received a positive response, making the audience watch until the end.

¹⁴Fauziah, F., Strategi Komunikasi Bisnis Online Shop "Shopee" dalam Meningkatkan Penjualan, Abiwara: Jurnal Vokasi Administrasi Bisnis, 2020, Vol. 1 No. 2, hlm 45-53.

Azzahra Aisya Rahmi:The Attractiveness of Shopee Advertisement to Buyer Interest

DAFTAR PUSTAKA

- A. Shimp, T. (2000). Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu, Edisi ke 5. Jakarta: Erlangga.
- Anggoro, M. A., & Purba, M. I. (2020). The Impact Of Attractiveness Of Ads And Customer Comments Against To Purchase Decision Of Customer Products On The User Of Online Shop Applications In The City Of Medan. *Jurnal Ilmiah Bina Manajemen*, 3(1), 1–9.
- Anggraeni, N. N. Keformalan Dan Fungsi Bahasa Iklan Produk Di Lazada. The Journal Of Universitas Negeri Surabaya. (2021).
- Fauziah, F. (2020). Strategi Komunikasi Bisnis Online Shop “Shopee” Dalam Meningkatkan Penjualan. *Abiwarra : Jurnal Vokasi Administrasi Bisnis*, 1(2), 45–53.
- Hidayat, M. A. (2020). Desain Iklan Pada Marketplace Untuk Menarik Minat Konsumen (Studi Iklan Online Shop Shopee).
- Ihamalimy, R. R. (2020). Determinasi Minat Beli Online Shopee. *Jurnal Ilmu Manajemen Terapan*, 2(1), 70–80.
- Indonesia, A. P. (2017). Hasil Survei Penetrasi Dan Perilaku Pengguna Internet Indonesia 2017.
- Kotler and Armstrong. 2008. Prinsip – Prinsip Manajemen Pemasaran. Jakarta : Edisi 12 jilid 1, Erlangga.
- Kotler and Keller. 2010. Manajemen Pemasaran. Jakarta : Edisi 13 jilid 2, Erlangga.
- Kotler, P. (1989). Manajemen Pemasaran. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. 2012. Marketing Management Global Edition. E-book.
- Lu, B., & Zhang, S. (2020). A Conjoint Approach To Understanding Online Buyers’ Decisions Towards Online Marketplaces. *Journal Of Theoretical And Applied Electronic Commerce Research*, 15(3), 69–83.
- Nabilah, F. (2020). The Effect Of Advertising Attraction And Brand Embassy On Shopee Purchase Decisions. *International Journal Of Management And Humanities (Ijmh)*, 4(10).
- Ohanian, R. 1990. Construction and Validation of a Scale to Measure Celebrity Endorsers’ Perceived Expertise, Trustworthiness, and Attractiveness Construction and Validation of a Scale to Measure Celebrity Endorsers’ Perceived Expertise, Trustworthiness, and Attractiveness, (May 2015), 37–41. <https://doi.org/10.1080/00913367.1990.10673191>. Journal of Advertising Volume 19, Number 3, 1990, Page 39-52.
- Opiida. Pengertian E-Marketplace, 2014, <https://tokokhalista.wordpress.com/2014/04/18/pengertian-e->

- marketplace.
- Rachmawaty, A & Sahi, A. (2022). Penerapan Strategi Marketing Melalui Iklan Berbayar Pada Marketplace Untuk Meningkatkan Penjualan Di Kareema_Official. *Atrabis: Jurnal Administrasi Bisnis (E-Journal)*, 8(1), 37–47.
- Ratu, R & Gunawan, C. (2020, August 30). Pengaruh Emotional Advertising Dan Environment Advertising Terhadap Keputusan Pembelian Pada Marketplace.
- Rossiter, J. &. (1987). Advertising and Promotion Management. New York: Mc. Grow Hill Book Company.
- Shimp. 2010. Integrated marketing edisi 7. ISBN 0-324-32143-0.
- Shimp. 2013. Integrated marketing edisi 9. Library of Congress Control Number: 2012945620 ISBN-13: 978-1-111-58021-6 ISBN-10: 1-111-58021-9
- Soebagyo, T., & Subagio, H. 2014. Analisa Pengaruh Store Image Terhadap Purchase Intention Di Toserba “ Ramai ” N Gawi. *Jurnal Manajemen Pemasaran*, 1(2), 1–9.
- Wardhani, A. (2018). The Factors That Affect Customer Loyalty In Shopee Online Shop. *Uii.Ac.Id*.
- Witro, D., Nurjaman, M. I., Ayu, D., & Al-Rasyid, C. S. (2022). Kontestasi Marketplace Di Indonesia Pada Era Pandemi: Analisis Strategi Promosi Tokopedia, Shopee, Bukalapak, Lazada, Dan Blibli Dalam Pemulihan Ekonomi Nasional. *Oikonomika : Jurnal Kajian Ekonomi Dan Keuangan Syariah*, 2(2), 33–42.
- Крищанович, А. (2011). Advertising And An Advertising Budget