

**ANALYSIS EFFECTIVENESS OF ADVERTISING ON WEB SERIES TO THE
DECISION OF PURCHASING TROPICANA SLIM STEVIA
(Study on Sore: Istri Dari Masa Depan Web Series)**

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Abstract

Web Series includes new media to advertise, the effectiveness seen in this research is after viewers watch the Web Series "Sore: Istri Dari Masa Depan" will take action to accept the existing products therein. This study aims to determine the audience response from the effectiveness of interactive advertising on the Web Series media to purchase decisions, and know how closely and how much influence the relationship that occurs therein. The theory used in this study is Interactive Advertising Model, which uses four indicators to see individuals using the media that is, functions, information processes, structures, and outcomes. Then use AIDA theory to see consumer response to purchasing decision by aligning attention, interest, consumer desire after seeing advertisement message that has been presented which will cause consumer action will receive the product. This type of research is survey research, spreading questionnaires on samples of the population that have been determined. Of the 100 questionnaires that have been distributed to obtain the results of Product Moment Correlation Analysis showed a correlation coefficient of 0.587 included in a positive positive relationship. The result of simple linear regression analysis shows that there is a significant influence between variables with percentage of 34.4%, while the remaining 65.6% (100% -34.4%) is explained by other variables outside the model in this study. The conclusion is that the web series media get a significant and positive influence but only 34.4%, because the younger respondents are more interested in how to communicate with interactive, interesting, educate healthy lifestyle, and make alternative entertainment, while to do the buying action after seeing Web Series has not arisen perfect because 65.6% of purchasing decisions of products from other variables.

Keywords : *interactive advertising, purchase decision, media web series*

INTRODUCTION

Advertising is an activity that companies generally do to publish products or services to potential customers. Effective messages are important for successful advertising, the message makes no sense if the advertising medium used is not able to reach the intended target audience. Creative ads are not judged from attractive, simple,

and easy to remember by potential customers. The selection of the right media and efficient make a plus for creative advertising, in addition to creative in terms of visual, the ad is also creative in terms of distribution (Jefkins, 1997:22).

Media and messages in advertising show a close relationship to each other. It is said that the creatives in advertising "will not be useful until they are in the hands of

media strategists." In other words, creative teams and media specialists must form teams to design advertisements that effectively and efficiently convey the true brand concept to the target audience (Shimp, 2004:504).

According to the survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia on Infographic Penetration and User Internet Behavior in Indonesia in 2017 showed that the number of internet users in Indonesia increased annually, in 2017 internet users amounted to 143.26 Million Souls. This survey also shows internet service that is often accessed by internet users in Indonesia, first Chatting there is a percentage of 89.35% and Social Media is second in number with a percentage of 87.13% (Asosiasi Penyelenggaraan Jasa Internet Indonesia, 2017).

All media, both old and new media have some advantages and disadvantages. New internet media has several advantages, that is special consumer targets, special messages, interactive capabilities, access to information, creativity, wide exposure, and speed (Morissan, 2010:327-328).

The last few years there is a new phenomenon in the world of information and entertainment in Indonesia where people are getting saturated with monotonous television shows. This saturation also makes people start looking

for alternative spectacle via the internet, one of which is the Web Series where the impressions in the Web Series similar to television shows but packed shorter and more interesting. Web Series Indonesia is also growing from year to year, this is evidenced by the increasing number of creators or filmmakers who create Web Series (<http://www.epic-creativehouse.com/2017/01/perkembangan-web-series-indonesia.html> recorded January 2017, downloaded September 21, 2017).

The Web Series has for some years started flooding video channels like YouTube. Since last year the Web Series has been taken seriously so the number of viewers has been increasing. Looking at these prospects then various manufacturers also glance at the Web Series as an alternative to promote. Web Series is now starting to look as a promotional media because it is more measurable and directed audience than when displaying ads on television and its product placement system is not too intense then the Web Series to be a soft selling medium (http://www.kompasiana.com/dewi_puspa/sore-istri-dari-masa-depan-soft-selling-via-web-series_5935d34a20afb709410858 recorded June 6, 2017, downloaded September 21, 2017).

In mid-2017, Google again released the list of Top Ad Videos in Indonesia during the first half of 2017. Tropicana Slim with Web Series "*Sore: Istri Dari Masa Depan*" was ranked seventh out of ten videos released by Google with a total viewers of 1,070. 030 people. But Tropicana Slim is the first product that makes Web Series to be advertised media in 2017 on January 31, 2017, and was ranked first for the largest number of likers that amounted to 29,000 viewers. Likers are viewers who like the video, taken from the word "like", the audience who likes the video can press the like button in the YouTube feature (<http://masbos.com/10-iklan-terpopuler-youtube-2017/> recorded October 28, 2017, downloaded February 17, 2018).

Tropicana Slim is a brand in PT. Nutrifood Indonesia has been established since 1979, and already spread in 33 countries in the world. Tropicana Slim is a series of healthy and high-flavored products that inspire consumers to live healthier longer. With content that prioritizes health and provides health benefits such as sugar free and low calorie, Tropicana Slim comes to be an option for consumers and families to have a better life (https://web.facebook.com/pg/tropicanaslim/about/?ref=page_internal, downloaded March 13, 2018).

Web Series itself has several advantages that is, the content is diverse for all circles, especially young people, alternative entertainment is practical and fresh, the means of pouring ideas and produce works, the latter is a media campaign advertising. Marketing communications that target young people is quite successful considering the younger generation is now starting to rarely watch television and more often watching entertainment content through digital media and the prospect for internet spectacle this can be quite good. This approach can improve the emotional value between the brand and its target market through the Web Series (<https://kumparan.com/konner-indonesia/mengenal-webseries-sebagai-strategi-perangkul-generasi-kekinian> recorded September 19, 2017, downloaded May 3, 2018).

Media Web Series spelled out new media that instantly occupy the hearts of advertisers, advertising agencies, media planners, and potential customers. Web Series has its own target audience, making the ads placed on this dimedia will automatically have the same audience as the Web Series audience. Therefore the problem is whether the product of Tropicana Slim advertising by utilizing Web Series as a medium to advertise the purchase decisions of the audience Web

Series "*Sore: Istri Dari Masa Depan*". The purpose of this research is to know the audience response from the effectiveness of interactive advertising relationship influence on Web Series media to product purchasing decision conducted by Tropicana Slim Stevia, to find out how closely the relationship between interactive advertising on Web Series media to purchase decision Tropicana Slim Stevia, and to find out how much influence between interactive advertising on Web Series media to the purchase decision of Tropicana Slim Stevia.

The theory used in this study is the Interactive Advertising Model of Shelly Rodgers, and Esther Thorson considers consumers actively search the internet to meet their needs, and utilize interactive advertising media. According to Rodger and Thorson there are four approaches in this model: (1) Functions, emphasizing not only why people use the internet, but how well they do and whether their efforts bring the desired results, with more emphasis on Internet Motives and Mode; (2) Information Processes, that mention more to the "cognitive psychology" approach, referring to the understanding of information, linking with what they already know, evaluating information, and shaping attitudes; (3) Structures, The information processing of consumer responses, will

depend on the presentation of the interactive advertising itself, the presentation also interacts with the motives of using the Internet, and will interact with each other to influence memory, attitudes, and behavior; and (4) Outcomes, explain consumers will respond further to the advertisements they encounter by ignoring, or attending, or establishing attitudes, or clicking further, or exploring further, or contacting, and or purchasing the product (Rodgers and Thorson, 2000:44-54).

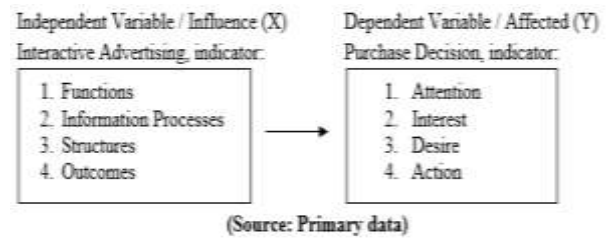
The next theory is AIDA Theory of Philip Kotler is conveying the quality of a good message, this theory describes the consumer through four stages before finally taking the decision to buy the product, that is (1) Attention, an interesting message is a first step for the company where the message will be known, known, and remembered by the consumer, the process of awareness of the product delivered to the consumer; (2) Interest, means that the message conveys a sense of curiosity, wants to observe, and wants to hear and look more closely, it is because of the interest that attracts the consumer's attention to the message shown; (3) Desire, is related to the motive and motivation of consumers in buying a product, the motive of purchase is divided into two, that is the rational motive in which the consumer will consider the advantages and disadvantages

gained, and emotional motives occur due to the emotional purchase of the product; and (4) Action, occurs in the presence of a strong desire of consumers resulting in decision making in making buyers of products offered (Kotler and Keller, 2009:179).

METHOD

This research uses quantitative research method. The method of quantitative research in (Sugiyono, 2009:7) is the research data in the form of numbers and analysis using statistics. This study links two variables: the relationship between interactive advertising placed in Web Series Series *"Sore: Istri Dari Masa Depan"* to review the effectiveness level in product purchase decisions by viewers Web Series *"Sore: Istri Dari Masa Depan"*. Included is an explanative survey method that is associative because it explains the correlation between variables. Primary data obtained from the respondent is the audience of Web Series *"Sore: Istri Dari Masa Depan"* who have been watching until the last episode.

Chart 1. Relationship Between Variables



Methods of data collection using questionnaires given to the respondent and will be given a score on each answer using a "likert" scale. Secondary data is obtained from complementary data to support other data with theories relating to research obtained from literature and website studies.

The population of this study is the accumulation of Web Series viewer *"Sore: Istri Dari Masa Depan"* on Tropicana Slim YouTube account on March 18, 2018 of 1,070,030 spectators. Getting a sample of 100 people using the formula of purposive sampling method (Zainuddin, 2002:58).

Before distributing questionnaires to 100 respondents to obtain the results of the study, the Researcher should disseminate the pretest questionnaire to 30 respondents to test all valid statements using Product Moment formula from Karl Pearson, and to test all reliable indicators using the Cronbach Alfa formula. The result of pretest that has been done shows that all statements are valid because the correlation coefficient value is greater than

0.361 in (Sugiyono, 2009:126), and all reliable indicators because the value of Alfa Cronbach coefficient is greater than 0.6 in (Sugiyono, 2011:365).

DISCUSSION

After distributing questionnaires to 100 respondents using statements divided into 4 indicators for X (Interactive Advertising Model), and 4 indicators for variable Y (Purchase Decision), each indicator consists of 4 statements and yields 32 statements, who have been scored on each answer using a "likert" scale. The following table of research results of each variable:

Table 1. Description Of Data Variabel Interactive Advertising Model

Category	Frequency	Interval	Percent age (%)
Vey low	0	16,00-28,80	0
Low	0	28,81-41,60	0
Medium	5	41,61-54,40	5
High	66	54,41-67,20	66
Very High	29	67,21-80,00	29
Total	100		100

(Source: Primary Data, 2018)

Based on Table 1 above, it is known that 66 people (66%) are in the high category, 29 (29%) are very high category, and 5 (5%) are in the medium category. These results indicate that Interactive Advertising Model in advertisement on Web Series media has high influence, meaning that advertisement on Web Series media "*Sore: Istri Dari Masa Depan*" in respondent motif using internet media,

information dissemination process, presenting product through storyline, existence interactive media features for advertising and deeper exploration of the Web Series have a high effect after being calculated by the interval class formula 16 points statement, the majority of respondents entered into interval 54,41-67,20 which mean this variable have high influence. Supported by questionnaire data from statement items in Interactive Advertising Model variable.

Table 2. Description Of Data Variabel Purchase Decision

Category	Frequency	Interval	Percent age (%)
Very low	0	16,00-28,80	0
Low	5	28,81-41,60	5
Medium	50	41,61-54,40	50
High	38	54,41-67,20	38
Very high	7	67,21-80,00	7
Total	100		100

(Source: Primary Data, 2018).

Based on Table 2 above, it is known that 50 people (50%) are in medium category, 38 people (38%) are in high category, 7 people (7%) are very high, and 5 people (5%) low category. These results indicate that the Purchase Decision in the effectiveness of advertising on the medium of the Web Series has a moderate effect, which means that the effectiveness of advertising on the Web Series media "*Sore: Istri Dari Masa Depan*" in the attention of respondents to the ads shown from the awareness of respondents will be the product Tropicana Slim Stevia in the

storyline of the Web Series, the process of interest of respondents is shown from the emotional sense of the respondents after watching the Web Series "*Sore: Istri Dari Masa Depan*", the wishes of respondents to Tropicana Slim Stevia products from the way respondents can perceive the product from the depiction given Web Series, and the respondent's decision to accept Tropicana Slim Stevia products have a medium effect because after calculated by the interval class formula 16 points statement, the majority of respondents entered into the interval 41.61-54,40 which means this variable has a medium influence. Supported by questionnaire data from statement items on variable of Purchase Decision.

Data analysis used in this research is Product Moment Correlation Analysis and Simple Linear Regression Analysis. Product Moment Correlation Analysis discusses how the relationship of influence and how closely relationship Interactive Advertising Effectiveness In Web Media Series "*Sore: Istri Dari Masa Depan*" Against Decision to Purchase Tropicana Slim Stevia Products. The following table hypothesis testing for Product Moment Correlation Analysis:

Table 3. Result Of Product Moment Correlation Analysis

Variable	Coefficient Of Product Moment Correlation	Probability	Category
X and Y	0,587	0,000	Significant

(Source: Primary Data Processed, 2018)

Based on the results of the calculation of data obtained that there is a positive correlation between the effectiveness of interactive advertising on the Web Series media "*Sore: Istri Dari Masa Depan*" to the purchase decision of Tropicana Slim Stevia Products. This is evidenced from the results of calculations with the help of SPSS, where obtained correlation coefficient between the effectiveness of interactive advertising on Web Series media "*Sore: Istri Dari Masa Depan*" to the decision to purchase Tropicana Slim Stevia products of 0.587. The magnitude of the correlation coefficient of 0.587 is included in a medium positive relationship, because at the interval 0.40-0.599 (Sugiyono, 2011:231). The relationship is significant because p value <0.05. This means that between the effectiveness of interactive advertising on the Web Series media "*Sore: Istri Dari Masa Depan*" on the purchase decisions of Tropicana Slim Stevia Products there is a significant relationship and its relationship in the positive criterion is being.

The next data analysis used in this research is Simple Linear Regression Analysis. This analysis serves to determine whether there is influence and how much influence Interactive Advertising Effectiveness On Web Media Series "*Sore: Istri Dari Masa Depan*" Against Decision to Purchase Tropicana Slim Stevia Products. The following table hypothesis testing for Simple Linear Regression Analysis:

Table 4. Summary of Simple Linear Regression Analysis Results

Variable	Regression Coefficient	t count	Sig t	Category
Constant	-5,806			
Interactive Advertising	0,942	7,172	0,00 0	Ho Rejected
R Square = 0,344				
R = 0,587				

(Source: Primary Data Processed, 2018)

From the table above get some results, that is:

1. Based on the model of regression equation and simple linear regression result got the equation of variable influence effectiveness of advertisement on Web Series media "*Sore: Istri Dari Masa Depan*" on the audience of Web Series to purchase decision of Tropicana Slim Stevia product as follows:

$$Y = -5,806 + 0,942 X$$

Constant (-5,806) means that if the influence of interactive media advertising Web Series "*Sore: Istri Dari Masa Depan*" (X) is equal to zero (no change) then the decision of the Web Series audience to purchase the product of -5.806.

The Influence of Interactive Advertising (0.942) means to have a positive influence, with such a positive influence, in this case the influence of interactive media advertising Web Series "*Sore: Istri Dari Masa Depan*" to the decision of the Web Series audience for the purchase of Tropicana Slim Stevia products will also increase, and vice versa.

2. Based on Table 4 Summary of Simple Linear Regression Analysis Results can be known R Square equal to 0,344. With R Square value of 0.344 it can be interpreted that 34.4% Web Series audience decisions for the purchase of Tropicana Slim Stevia products can be explained by interactive advertising media variable Web Series "*Sore: Istri Dari Masa Depan*". While the rest equal to 65,6% influenced by other variable not included in research model.
3. The results of calculations on simple linear regression obtained t count value of 7.172 and significance (sig t) of 0.000. Thus p value (sig t) <0,05 (0,00 <0,05). So it can be concluded that Ho is rejected and Ha accepted, meaning interactive advertising media variable Web Series "*Sore: Istri Dari Masa Depan*" significant effect on the decision of the audience Web Series to purchase products Tropicana Slim Stevia. If interactive advertising of Web Series media is high, then purchasing decisions from Web Series audiences are high, and vice versa. Thus the hypothesis in this study states that "there is a significant influence between the interactive advertising of Tropicana Slim Stevia products placed in Web Series "*Sore: Istri Dari Masa Depan*" to the decision

of purchasing products by the audience of the Web Series.

Results from Product Moment Correlation Analysis and Simple Linear Regression Analysis show that the interplay of advertising variables on Web Series media "*Sore: Istri Dari Masa Depan*" to the Web Series's decision to purchase Tropicana Slim Stevia Product (probability t value (0,000) <Level of Significant (0.05)). In this case it can be concluded, if the interactive advertising variable on the Web Series media "*Sore: Istri Dari Masa Depan*" on the decision of the Web Series audience for the purchase of Tropicana Slim Stevia Products will increase.

The more strict the marketing of products or services on the internet, making the consumer will have more refrentations of marketing presentation which will consumers choose to meet the needs of both goods or services. Some of the advantages of the internet are the medium including interactive media, in improving purchasing decisions made by consumers, interactions such as commenting and replying to comments made by consumers can make a live conversation (so users left behind in the comments column, can still understand with previous conversations), and spreading a very easy video with just one click.

This Web Series focuses on the storyline that encourages a family to

maintain its health, and displays product scenes once or twice, Web Series has proven that marketing communication strategy through product placement. Audiences are motivated to start a healthy life and are encouraged to use Tropicana Slim because the smooth product effort flows with the storyline but still bring the product up, it is a bit more beneficial for the audience to educate about healthy lifestyle as well as the media advertise alternative products Tropicana Slim Stevia sweetener looks fit into the Web Series storyline "*Sore: Istri Dari Masa Depan*".

Interactive Advertising Model is obtained most of the respondents into the high category, indicating that the first look at the motives of individuals using the Internet because the Internet is seen as an interactive media compared with other traditional media to make individuals use the internet continuously, then the process information from that presented on the internet until finally accepted by individuals to make individuals understand and remember the information provided or they find on the internet. The structure of the ad presentation that will be responded by the public, the presentation of advertisements using the Web Series media is interactive, because of the interaction between individuals and other individuals through the comment field that creates a

conversation container that allows viewers to get information or exchange ideas more easily and quickly. Such communication will take place if there is an interest in terms of the presentation of the media so as to elicit acceptance from potential customers or viewers for more exploratory attitude towards the Web Series media "*Sore: Istri Dari Masa Depan*" to find in depth information about Tropicana Slim Stevia products advertised.

The results of this study in accordance with New Media Theory, researchers use New Media Theory because the YouTube account Tropicana Slim utilize media Web Series as a means of advertising and the media is internet-based. This theory is divided into two approaches, the first social interaction approach where the audience of Web Series "*Sore: Istri Dari Masa Depan*" get information about healthy lifestyle, education about the importance of health especially in the family environment as well as get information about Tropicana Slim Stevia products that can be utilized for the companion to maintain a healthy lifestyle, in addition the audience can also interact to create a new understanding of personal communication. The next approach is social integration where the media as a form of ritual or how audiences use the media and make the audience of the Web

Series "*Sore: Istri Dari Masa Depan*" feel part of something larger like feeling the emotional appeal, attraction associated or related to the needs social and consumer psychology in the purchase of Tropicana Slim Stevia products.

The AIDA theory suggests that messages delivered by advertisements on the Web Series media "*Sore: Istri Dari Masa Depan*" can lead to stimuli (responses) to potential customers or viewers who can change their behavior. The use of AIDA theory in this study obtained most of the respondents entered in the medium category, supported by the message submitted media advertisement Web Series is a stimulus that is captured by the audience affected by interactive advertising from the Web Series media. This process can be a stage where the audience will make a purchase decision Tropicana Slim Stevia Product after watching the Web Series "*Sore: Istri Dari Masa Depan*". The process will continue if the attention of respondents to the ad shown from the awareness of respondents will be the presence of Tropicana Slim Stevia products in the storyline Web Series. Furthermore, the process of interest of respondents is shown from the emotional sense of the respondents after watching the Web Series "*Sore: Istri Dari Masa Depan*", feelings feel the same with the life of the

audience in the real world. Respondent's wishes to Tropicana Slim Stevia's product from the way respondents can perceive the product from the depiction given by the Web Series, and the last from the prospective customer or audience will cause a change of attitude of the prospective customer that is the purchase behavior of Tropicana Slim Stevia product.

The promotion of advertising effectiveness is expected to take a purchase decision action once the viewer sees the ad, with the result of interactive advertising influence on the purchase decision. Based on Simple Linear Regression Test, it is concluded that the hypothesis proposed in this research is accepted that there is influence between interactive media advertisement variable Web Series "*Sore: Istri Dari Masa Depan*" has a significant effect on the decision of Web Series audience to purchase Tropicana Slim Stevia product. The influence of interactive advertising on the media advertises Web Series of 34.4% of consumer purchase decisions, with the percentage can be concluded that the influence is not 100% perfect and the existence of some influence from other factors of 65.6% for example from exposure to other media, brand ambassador image, or personal factors (work, economic environment, lifestyle, and personality), or reference groups

(family, friends, neighbors, and co-workers who interact with directly or continuously).

CONCLUSION

This research sees Ad Effectiveness in Web Media Series "*Sore: Istri Dari Masa Depan*" Against The Purchase Decision Of Tropicana Slim Stevia Products On The Web Series Audiences, use Interactive Advertising variables because the Web Series media include interactive media for an advertisement and uses a bound variable Decision Purchase to know the stimulus (response) to potential customers or viewers who can change their behavior. The conclusion of the research results obtained will be explained in the explanatory points below:

- 1) Product Moment Correlation Analysis to know the correlation between independent variable (X) Interactive Advertising Model and dependent variable (Y) Purchase Decision or see how closely the relationship between variables. The Product Moment Correlation Analysis results show the correlation coefficient between interactive Web media advertising "*Sore: Istri Dari Masa Depan*" on the Decision of Tropicana Slim Stevia Product Purchase at Web Series Audience of 0.587. The magnitude of the correlation coefficient of 0.587 is included in a moderate positive

relationship, since at the interval 0.40-0.599. The relationship is significant because p value <0.05 . This means that between interactive Web media advertising "*Sore: Istri Dari Masa Depan*" of the Tropicana Slim Stevia Product Decision In The Web Series Audience there is a significant relationship and its relationship in medium criteria.

- 2) Simple Linear Regression Analysis serves to determine whether there is influence and how much influence. Simple Linear Regression Analysis results show that between interactive Web Series media advertising "*Sore: Istri Dari Masa Depan*" has a significant effect on Tropicana Slim Stevia Product Decision on Web Series Audience (probability value t count (0,000) $<$ Level of Significant (0.05)). This can be interpreted, if interactive advertising variables on the Web Series media "*Sore: Istri Dari Masa Depan*" increase then the decision of the Web Series audience for the purchase of Tropicana Slim Stevia Products will also increase. Influence between interactive web media advertising Web Series "*Sore: Istri Dari Masa Depan*" on Purchase Decision Tropicana Slim Stevia Products On Web Series Viewers by 34.4%. While the rest of 65.6% (100% -

34.4%) is influenced by other variables not described in this study, for example from exposure to other media, brand ambassador image, or personal factors (work, economic environment, lifestyle, and personality), or reference group (family, friends, neighbors, and co-workers who interact with directly or continuously).

- 3) In addition to the above data can be concluded also that the media Web Series as a medium of advertising has a way of communicating the product or presenting ads with more soft (soft selling) in addition to utilizing the media as an alternative media entertainment as well as marketing media, is expected to improve purchasing decision products by the consumer or audience of the Web Series. Has more duration than an advertisement in general because it is not restrained by the cost of duration, making ads placed on the media Web Series more freely explain the product by way of story telling, such as healthy living campaign but not expose the product excessively, making the audience feel teredukasi for lifestyle healthy as well as the media advertise alternative products Tropicana Slim Stevia sweetener that looks suitable to enter the storyline Web Series "*Sore: Istri Dari Masa Depan*".

- 4) Media Web Series is a new medium that is used for advertising media, has a more targeted audience and has its own circle, making this media very focused to spread the ads on certain categories of consumers that are Web Series lovers. In addition Web Series distributed through social media YouTube also makes everyone from any circle can see the Web Series is making increasingly varied and very broad target audience or potential customers. Including interactive advertising media, Web Series has comment fields to make it easier for viewers to interact with other viewers, two-way communication can help to get information and exchange ideas more easily and quickly.
- 5) Tropicana Slim chooses the web series media as an advertising medium because it begins to lead youngsters who choose gadgets as their media to watch entertainment content in digital media, not merely to communicate to advertisements on television.

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