

The Added Value Of Advertising Web Series In Indonesia On Youtube Content

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Abstract

This study aims to reveal the power of added value in web series advertising strategies through digital media, social media, YouTube, research object in the case SORE: wife from the future. This research method is qualitative with the perspective of making short film cinematography on web series advertisements as a strategy to introduce brands on YouTube social media. Analyzing with methods of five steps, namely; 1). Conduct research on serial web ad genre 2). How to view web series adv movie format 3). Analysis to find serial web ads can build value for brands. 4) How do Web series ads respond and follower counts? 5) Formulate YouTube's social media branding strategy. The findings of this study are the added value to branded web series that can be accessed by the public, shared quickly and commented on, and subscribed to YouTube content, resulting in economic added value if many subscribers are not found in advertisements on television. By creating the webseries advertising genre "Sore: Istri dari Masa Depan" successfully built the Tropicana Slim brand with a filmic approach through a strategy that seamlessly integrates the product into the story, creates emotional attachment, and utilizes it as a platform for a health education campaign that does not seem patronizing.

Keywords: Advertising Film, Web Series Strategy, Added Value

Abstrak

Penelitian ini bertujuan untuk mengungkap kekuatan nilai tambah dalam strategi periklanan web series melalui media digital, media sosial, YouTube, objek penelitian pada kasus SORE: istri dari masa depan. Metode penelitian ini adalah kualitatif dengan perspektif pembuatan sinematografi film pendek pada iklan *web series* sebagai strategi untuk memperkenalkan *brand* di media sosial YouTube. Menganalisis dengan metode lima langkah, yaitu; 1). Melakukan penelitian tentang genre iklan web serial 2). Cara melihat web series adv movie format 3). Analisis untuk menemukan iklan web serial dapat membangun nilai bagi merek. 4) Bagaimana tanggapan iklan seri Web dan jumlah pengikut? 5) Merumuskan strategi *branding* media sosial YouTube. Temuan dari penelitian ini adalah nilai tambah pada *web series* bermerek yang dapat diakses oleh publik, dibagikan dengan cepat dan dikomentari, dan berlangganan konten YouTube, menghasilkan nilai tambah ekonomi jika banyak pelanggan tidak ditemukan dalam iklan di televisi. Melalui penciptaan genre iklan *web series* "Sore: Istri dari Masa Depan" berhasil membangun *brand* Tropicana Slim dengan pendekatan filmis melalui strategi yang mengintegrasikan produk secara halus ke dalam cerita, menciptakan keterikatan emosional, dan memanfaatkannya sebagai platform untuk *campaign* edukasi kesehatan yang tidak terkesan menggurui.

Kata Kunci: Film Iklan, Strategi *Web Series*, *Added Value*

Introduction

Today's advertising world has gone beyond conventional advertising models such as print and television. In what ways can context material influence recipients' memory for advertising? In the case of television commercials, inception has been made to investigate the surrounding program material about embedded ads' effectiveness (Claire E. Norris & Andrew M. Colman, 2013). These boundaries have become a new change from the way people communicate. It is quite popular what is called social media. There are many kinds of social media as a form of social communication globally. Social media is becoming a new consumer in millennial civilization. Likewise, advertising procedures or strategies have begun to use this media a lot because it seems that its exposure is broader and better segmented than conventional media.

Disruptive technology also leads to disruption of advertising, so it's no wonder that online transaction media via the Internet or Internet of things (IoT) is quite famous globally in this millennial era. The presence of startups and online shops provides a way for people to no longer transact conventionally. This is because broad access to web and smartphone technology, which offers easy access to mobile applications, has increased online marketing (Rungtornsupatt et al., 2019). Digital banking is starting to develop to facilitate its customers, only in your hands. The current Covid-19 pandemic encourages everyone to work from

home, so the online Internet has increased significantly.

In 2012, there were 245,203,319 internet users in the United States. This means 78.1% of the American population is on the web (New Media TrendWatch). Many of these users spend their time on the Internet visiting the most popular social networking sites today (Pikas & Sorrentino, 2014). The current digital world economic transactions in 2018, according to CNN Indonesia Slowly but surely, the digital economy is now increasingly contributing to the Indonesian economy. The Consumer Indicator Survey states, in 2018, the digital economy's contribution to Indonesia's GDP reached IDR 814 trillion, or 5.5% of GDP. In 2018, the transportation sector increased employment opportunities by 17%. In the trade, restaurant and accommodation sector 4.96%. The digital economy also increases the added value of manufacturing by Rp. 100 trillion. The digital economy also increases manufacturing added value by Rp. 100 trillion. However, local products only in electronic commerce (e-commerce) reach 25% of the total transaction value (Roy Franedy, 2019). By looking at this, local products have not thoroughly dominated the market because perhaps people prefer foreign products to domestic products. It becomes ironic when domestic food security is always a conversation, but society's pattern does not care about it. When the Covid-19 pandemic occurred, it was increasingly clear that medical devices and their supports came from

Indonesia, so it was less surprising that masks became rare and expensive when the pandemic in early March 2020 began to break out.

Social media or online digital media are becoming increasingly familiar with the activities of Indonesian society today. Digital relations are about economic transactions, but academics ranging from elementary school to university level need internet devices with more speed to communicate, teachers with students, and lecturers and students. The digital world's development, especially the Internet and social media today. Not only for communication and narcissism but also for promotion and economic transactions by utilizing social networks. YouTube is another social media research object because it provides interesting audiovisual content. Users or viewers can be relied on directly by provided those comments compared to other social media today. So the online marketing industry uses social media platforms to increase the customer base by offering various products, unique data, and information that sales representatives cannot provide. Many people can see the same item at once; also they can buy the same product at the same time (Rungsisawat et al., 2019)

Seeing such opportunities, world promotion and advertising visit this as an opportunity to expand in the segmented trade as a whole. According to Joel J. Davis, marketers and advertisers who use consumers understand and understand consumer groups, including the market for which a particular

product/service is intending (Joel J. Davis, 2013). Brand reminders are defined when consumers can easily pick up a category's brand from their minds without help or hints (unaided recall). The purpose of brand recall is to position the brand in the minds of consumers (Santoso & Cahyadi, 2014). So, advertisements for products and services through the Internet, especially social media, are increasingly prevalent and give rise to new media types. This serial web advertisement has become a recent advertising phenomenon. Through social networks such as YouTube, which currently has a relatively high following of audiovisual culture on YouTube, it is beginning to undermine the national and even global television market. As stated in CNN Indonesia's news review, the YouTube channel is one of the most effective promotional tools for advertisers. The effectiveness of advertising depends on both the quality of the product being advertised and the quality of the ad itself. A third factor is equally apparent but receives relatively less attention: the media context in which the ad appears (Edward C Malthouse, Bobby J Calder, 2007). Thus Insights into experiences comprising engagement can further strengthen decisions about which messages to advertise on social media and where brands of social media platforms can choose to be active (Hilde A. M. Voorveld, Guda van Noort, 2018).

The variety of presentations so that an engaged audience watches advertisements is increasingly creative by presenting a web series. In recent

years many brands have created advertisements with the web series concept. The audience welcomes enthusiasm and looks forward to the next story (Lynda Hasibuan, 2018). This mini commercial series has become a new spectacle phenomenon, soap operas as well as on television. With advertisements in this web series format, people, especially millennials, will always wait for the follow-up story, however, not during the duration like in soap operas or FTV on public television, where the number of subscribers is continually increasing. Formulating this research's vital problem is related to the new advertising genre through social media, so the problem is to conduct the research. Joel J. Davis states that the issues motivating the examination must describe clearly, concisely, and precisely (Joel J. Davis, 2013). The research questions are designs to focus on the subject and reduce the ambiguity of problem statements made at the start. With research questions on the object of study, web series advertising is a new genre used as an advertising strategy for YouTube brands. How does the creativity of a branded web serial production follow the work pattern of film cinematography? What communication strategies are there in the production of branded web series so that YouTube viewers and their added value can accept YouTube viewers? The objectives and benefits are to view web series ad formats, understand the creativity of senior web series, view and understand the added value of branded web series.

Research conducted by Stara Asrita and Diani PR (Asrita & Rhizky, 2020) on the Tropicana Slim brand took advantage of this opportunity by creating creative digital advertisements to adapt to technological developments, namely product placement, to follow the behavior of consumers who access the internet more on branded web series. This research uses a qualitative descriptive approach with the product placement discourse approach of Tropicana Slim that appears in the web series. The results of the study state that the product placement discourse used by Tropicana Slim is an Implicit Brand with a plot connection dimension. This research contributes to the issue of exploring branded web series but will not examine product placement but the utilization of added value through web series strategies in the media. YouTube.

The research that aims to show the meaning of a sign or symbol representing a healthy lifestyle using Roland Barthes's semiotic analysis approach in the web series "sore" was conducted by Chelsea Mauliaa, Nadya Ishma Ashilab, and Siggie Amalia Bertiantoc (Maulia et al., 2021). He uses a qualitative research approach by gathering information about the reality of people's consumption culture on how to represent a healthy lifestyle in the "sore" web series. Through the perspective of Roland Barthes's semiotic theory, analyze elements that have denotation and connotation. The results of this study explain the representation of a healthy lifestyle in the form of maintaining a diet, regulating sleep

patterns, and exercising regularly, and bad behavior will impact body health. This research contributes to interpreting the story's contents in terms of the synopsis of the Sore web film series, which is the basis of this research.

The research that aims to find out how much influence the web series advertisement entitled "SORE: Wife from the Future" has on the Tropicana Slim brand image has been carried out by Astrid Khairunnisa Pramanda and Sylvie Nurfebriaraning (Pramanda, 2018). The research method is quantitative by distributing questionnaires to respondents. Respondents are viewers of the SORE web series on the official YouTube Tropicana Slim account, with an age range of 19-40 years. The purpose of this study was to find out how much influence the Web Series Ad "Sore: Wife from the Future" has on Tropicana Slim's Brand Image. Based on his research, it is known that the hypothesis has a good influence on the web series advertisement Sore: Wives from the Future on Brand Image Tropicana Slim.

Research on the Mediterranean Diet (MD) has recognized a dietary pattern with many health benefits and sustainable development goals (Jiménez-Morales & Montaña Blasco, 2021). Research aimed at associating the nutritional value of advertised food and beverage products as part of its discursive marketing strategy. To determine the nutritional quality of food products, concluded that most of the food and beverage products advertised. The results of this study also indicate the need for stricter regulations in the

marketing of food and beverages because misleading language can damage consumers' health. This study serves as a basis for analyzing Tropicana Slim advertisements as a dietary food for a healthier diet on YouTube advertising media.

This study will not reveal the effect that is possibly the same as the research. However, it is more about the analysis of how much the web series' branding strategy is in the interest of the audience by observing the storyline aspects and the number of viewers who comment positively on the web series.

Research Methods

Through a qualitative research methodology approach, web serial advertising's formalism perspective is a new genre in the communication approach of ad persuasion promotion on YouTube social media. This research identifies and provides details on current issues and trends relevant and potential directions to come (Joel J. Davis, 2013). And is a research with a case study of the web series Sore: the future wife on YouTube? Because YouTube data is public and easily accessible, several well-known brands usually embed YouTube videos on YouTube microsites and social media campaigns as the main source. This research is related to the existence of advertising trends on social media such as YouTube, which will influence consumer lifestyles towards advertised products. To find the flow and findings in the research by carrying out the following methods or steps; 1).

Conduct a literature study on the web series advertising genre on YouTube. 2). Look at the format of web series advertising films with a cinematographic perspective from the commercial film. 3). Verify and analyze to find branded web series advertising as a persuasive communication strategy that can build value for the brand. 4) Look at positive feedback about the existence of web series advertising and the number of people who follow it. 5) Formulate key findings related to branding strategies through YouTube social media. The object of this research is the advertisement for the web series "Sore: Istri Masa Depan." Therefore, the web series "Sore Istri Masa Depan" is a very interesting case study because it combines elements of romance with science fiction, especially through the concept of time travel. This series successfully presents a unique story that differs from the usual romance films, and is actually an advertisement for Tropicana Slim for their Stevia product. This campaign uses a narrative of romance and a healthy lifestyle subtly to insert brand values without coming across as a direct advertisement.

Results of Research and Discussion

Web series comes with the booming social media phenomenon for the community, especially young people in Indonesia. The web series becomes one type of advertisement or new advertising model besides television media. In one case, about the promotion by KLN (Kapan Lagi Network) in the magazine's coverage, the magazine SWA online that

web series has a better engagement cost than TV, especially for brands that want to get the youth market's attention. As quoted from <https://contently.com/>, the web series advertisement, because the target audience is young, makes sense for the creative team to focus on social media statistics (Celine Roque, n.d.). According to research from the Pew Internet Project, 89 percent of Internet users aged 18 to 29 are active social networking sites. Instead of investing huge budgets into paid media (conventional television), as Poulos explained, he decided to focus on authentic and viral exposure through social media promotion and media acquisition (Celine Roque, n.d.). Thus the story in the web series advertisement film has the theme of young people or the present in building the story. A web series can be an alternative for the director to be broadcasting through a cinema or television series. Indeed, it is a high investment to make a film, but it may not necessarily attract a large audience. With the web series strategy, currently, young people spend more time on their gadgets, which is a strategy to receive messages more widely. Apart from successfully attracting a vast audience, the web series has also succeeded in attracting brands' attention. The online series has succeeded in attracting an extraordinary audience, as Ben Subiakto in the coverage (Herning Banirestu, 2020).

Seeing the web series advertising something new in digital marketing marketing, what exactly is the Web

Series? So the web series is a serial cinema format (Television Film) specially designed to be broadcasting via web-based TV technology (YouTube is one of them). At the time of airing, each episode should not exceed nine minutes. Perhaps the iCarly series aired by Nickelodeon can be the most fitting example to describe the web series's culture (Lona Putri Rikasasi, 2020). Effective web serial advertising is recommended for 10-15 minutes each episode. The development of web series advertisements in Indonesia can be said to be quite useful. Especially for this event, the high public interest, especially the millennial generation for YouTube, is very high. So it's OK to say that the web series is a powerful weapon for a company's brand to embed its brand image through the YouTube channel's web series. Thus, currently, web series advertising is a form of content marketing favored by audiences. Web series ads form content marketing in short films from brands packaged in a tight duration and placed on a shareable platform for audiences such as YouTube, Facebook, and others (Kalya Risangdaru, 2020). But the advantage of doing marketing activities in the form of other web series ads is that it is easy for everyone to see and share from one audience to another, which means: a beneficial increase in brand awareness. The elements in a web series ad that appeals to an audience are stories. Soft selling is a vital web series marketing activity. To get a brand advantage, wrapping the product with a serial story that the audience can then enjoy without

clearly showing the product you want to market is a persuasion communication strategy from web series ads.

Web series that follow the ad format for brands in the form of brand awareness, brand web series are considered experimental content marketing because of their special delivery to the audience or target market. The branded web series ad format is not entirely suitable for conveying literal things, such as product information (prices, ingredients, and so on). However, as a note that all marketing products are in the form of content, brands must have measurable goals. As stated by Media Director Unilever Indonesia to Marketers regarding the web series launched by Molto, content must have a particular message that can convey to the audience. Quoting what Unilever's Media Director said, that their brand believes in a communication philosophy that ensures that the content delivered by all of their brands is authentic, relevant to consumers, and talkable. However, he also emphasized that content in a branded web series must remain consistent with each brand's philosophy. This branded web series's strength is now undoubted, especially in bringing the results of brand awareness to consumers at the next stage, namely sales because it supports other forms of marketing (Kalya Risangdaru, 2020).

According to Dennis Adhiswara, CEO of Layaria and producer and founder of the Indonesian Web Series Community, apart from the capital of equipment, what a serial web creator must have is an interest in a topic and a

desire to study it (*"Web Series for Marketing Strategy,"* 2020). Many products or brands that campaign client products through the web series on YouTube either in the form of pre-roll bumper in / out or the structure of advertorial videos, and the product placement is increasingly diverse. Web series production does not spend as much budget as a commercial output on the TV. All of the YouTube campaign activities are measure in terms of viewers, comments, demographics to the target audience that you want to achieve, all complete and provided by YouTube for free! It follows that both display and paid search advertising share several key characteristics, including the ability to deliver brand information (as is the case with offline advertising); the direct response component, which stimulates an immediate response from consumers; and the ability to target individuals which enables companies to approach consumers at the appropriate stage in the purchase decision and direct them to purchase online, which significantly increases consumer response to such advertisements (Bayer et al., 2020). Why choose YouTube, because it scores top on the entertainment dimension: Users show it makes them happy and relaxed and allows them to have some time alone. The scores were much lower across all other sizes, but the second-highest score was on topicality, followed by hobbies. Hence, to some extent, people use YouTube to be up to date and fill in empty moments (Hilde A. M. Voorveld, Guda van Noort, 2018).

Seeing the ample opportunity to embed a brand image in the web series ad format as an alternative to promotion in audiovisual television media, the process of making this web series creative ad follows production steps like a short film. In this case, the innovative team's role is front by the director and producer as representatives of the owners of capital, namely clients. They are producing web series advertisements through the pre-production, production, and post-production stages, which are then uploaded to YouTube if acc. Thus in Indonesia, the prospect of the web series is quite good. Especially with the high public interest in YouTube. The web series is a powerful weapon for company brands to introduce themselves (*"Web Series for Marketing Strategy,"* 2020). The changing relationship between amateur users of social media video and art coincides with digital culture. This freedom to ignore conventions resulted in informal and technical experimentation and the production of new genres and types that other amateur users imitated (Stephen Groening, 2016).

Making web series ads is the foremost and vital thing to hold on to is the main product philosophy to be communicated. Thus in the early stages of the advertising planning process, advertisers must determine which message should be selected and displayed. Advertising concept testing and communication testing occur at the early stages of the advertising development process, as in the branded web series. As Joel J. Davis said, concept

testing only focuses on delivering messages and evaluating messages, whereas communication testing focuses on communicating messages in the context of alternative executions. It is a diagnostic approach designed to identify strengths and weaknesses, not select (message/execution) "winners." Thus, the conceptual task is to present the main ideas (ideas) thoroughly and realistically. Consumers can understand and respond to the maximum to these ideas can be measured with confidence. This shows many viewers or viewers of commercial advertisements for film creations in the form of branded web series (Joel J. Davis, 2013).

The production stage of web series advertisements begins with extracting ideas or ideas for the ad theme and then being translated into a script by a copywriter. An advertisement script to be broken down into a product design and a right hand to be executed needs to be testing with measures, among others; memory about advertising, communication of messages, shifting attitudes towards brands, purchase intentions, brand preferences before and after testing, attitudes towards advertising and attitudes towards messages (Joel J. Davis, 2013). The director chooses the talent. Usually, the main character is selected actors or actresses who are well known or have enough followers to boost viewers and subscribers quickly. The second is creating a production design and several sets of locations to produce short web series films. Third, prepare an artistic set that supports the story's course, such as

property and hand property and even an architecture set if needed. The fourth is to prepare the production of camera equipment, lights, and permits at the shooting location and the production team's preparation by compiling a breakdown schedule for commercial film execution in the field. The fifth is the final stage of production by doing the final editing with the director and the editing team to get the final result of the web series commercial film before uploading it to YouTube. It should obtain approval from the client.

The cost or budget in making branded web series compared to commercial television advertisements is more expensive because they are associated with a longer time and even series. If the time needed for conventional commercial TV only takes 30 seconds, the branded web series is more than that, which can be 5 to 10 minutes. However, reducing costs depends on the story's idea or theme built into the brand and how many episodes to be made. To create a branded web series with minimal costs, for example, by working with local filmmakers who have previous filmmaking experience. Producing web series films in one location and shortening the week's time can help companies make cheaper production costs with the right strategy through creative solutions.

As an example, the ad Tropicana Slim campaigns for a healthy lifestyle. Tropicana realizes that the younger generation, especially millennials and Gen-Z, rarely watch television at home.

The presence of gadgets makes them manage entertainment content on digital media, be it social media or YouTube. Their communication began to target young people and was not limited to television commercials (*"Web Series for Marketing Strategy,"* 2020).

The contribution in this research is that the "Sore: Istri dari Masa Depan" advertisement successfully strengthens the Tropicana Slim brand in a more film-like way, through a strategy that naturally combines products in the story. How this advertisement builds an emotional connection with the audience and is used as a medium to convey health education more naturally, without feeling like a regular advertisement. Building this advertising story is not flat, but more like a story that is able to influence the audience's mind subtly, forming a strong and relevant brand image, and becoming a big phenomenon that is now being adapted into a feature film, despite its short duration, its filmic power is quite strong.

Case Study on "Sore Wife of the Future" advertisement.

1. Conduct web series ad genre observations. Researchers found one of the web series advertising series on YouTube media, namely Sore Wife of the Future, from the Tropicana Slim product. This web series produced a beverage sweetener product that launched a healthy lifestyle campaign.

2. Look at the adv web series film format with a cinematographic perspective from the story side. This web series ad starring Dion Wiyoko

(Winter in The Tokyo, Sundul Gan, Last Barongsai) and Tika Bravani (Soekarno, 3, Shy Shy Cat) airs a total of nine episodes which are uploaded each week starting February 1, 2017, and each episode ranges from 12 -16 minutes. The story of this series begins when Jonathan (Dion Wiyoko) lives and works in Italy. One day he is visited by a woman named Sore (Tika Bravani), who claims to be his future wife. This woman feels close to Dion's figure, interfering in all his activities. This puzzle is interesting when the audience perceives it. Is it true that she is Jonathan's future wife? How could he be able to time travel to the present? This Web Series film format has a romantic impression, with messages that follow the objectives of product promotion, namely about a healthy lifestyle, such as avoiding staying late, abstaining from alcoholic beverages and cigarettes, exercising diligently, and so on. Interestingly, in one of the scenes, Sore invited Jonathan to change his bad behavior and habits by gently forcing him. Sore seems to know how to treat a man like Jo. This was done with the intention that Jo's current bad habits would not cause her pain in the future. Product brands that are advertised themselves only appear at the end of the episode and are packaged attractively so that the audience does not feel disturbed. From the location setting, this film has a panoramic background in various charming corners of Italy, namely in Ponza and Petritoli. The chemistry between Dion Wiyoko and Tika Bravani seems that the two are acting very naturally, like everyday work, like the

acting of the two appearing in feature films. The Web Series advertisement in film format was directed by Silvia Widjaya, a producer with scriptwriter Yandy Laurens. A director can visualize a real story, and the writer is smart enough to focus on the story, but the message implies the purpose of the sponsor's product.

3.Verification and analysis of persuasive communication strategies can build brand promotion value. Web series have experienced increased production on YouTube's social media channels, where the number of viewers has increased. Seeing this prospect, various producers are looking at web series as an alternative to promote as a new genre in advertising through social media, especially YouTube. Thus this is the best way to advertise a product through the approach of a drama film series. The content of the Tropicana Slim product strategy is how when a Sore message says that "To live healthy because you're afraid of death, it's not very tasty." This is highly correlated with Basic Health Research (Riskesdas) 2013 data on diabetes sufferers in

Indonesia increased by 5% for those under 44 years out of 10 million sufferers, 20% of them were sufferers under the age of 40 years.

4. Analysis of positive comments on the presence of web series advertisements. The Chanel web series Sore: Future Wife, produced by InHype, has reached more than 700 thousand views per episode. The first episode has crossed one million views. Thus the strategy of soft-selling products such as SORE: Wife from the Future has proven to be a successful web series in attracting its audience. Web series SORE: Future Wives can properly contain messages about health. So the campaign carried out by Tropicana Slim through this web drama can be said to be quite successful.

5. Formulate essential findings related to branding strategy via YouTube. As in the Sore film Web Series on YouTube, you can see the number of audience responses from comments and audience demographics. Thus the advertising branding strategy through the Web series genre as a promotional medium is more measurable and audience-directed than television media in this millennial era.



Figure 1. Afternoon-Wife future web series from Tropicana Slim

Source: <http://www.ideaimaji.com/>, accessed 5 May 2020)

Advertisements displayed in audiovisual media, such as television commercials, and even those that are developing, such as web series, are useful for positioning brands in the minds of consumers in the midst of increasingly fierce competition. Thus this unique positioning becomes an important strategy to reflect the brand. Advertising content that supports brand positioning continues to be explored with relevant metaphors for products or services that are sold to the public. Only patronizing seems to be present in commercials with a short film series or web series approach as a communication strategy that can persuade the audience, which seems to have been done by Tropicana Slim in the story SORE: future wife.

What Tropicana Slim does in this SORE series is an example to show that, when deciding on advertising content, brands need to determine the extent to which they want the content to be similar to previous ads (consistency) and how they want to position themselves relatively, with their competitors' ads (similarity).

The creative approach to advertising in advertisements played in web series advertisements on SORE is one of the dimensions of content with a filmic approach besides being informative and able to stimulate emotionality in the plot or storyline, creativity, which according to practitioners, can be the most important driver for advertising success. from an advertising perspective.

Tropicana Slim consistently promotes healthy living in this series of short films; Thus, the consistency of advertising content can be a direct way for the Tropicana Slim brand to encourage the formation of strong nodes in the minds of consumers. Playing live on YouTube repeatedly will strengthen the retention of consumer and brand information. However, the content of advertisements in web series that are always new can limit the ability of consumers to remember information from previously viewed advertisements.

The broadcast of the SORE web series advertisement on YouTube is a social media that has been very instinctive for many people. Currently, YouTube as a viewing medium has become part of the daily routine, which has begun to scratch the niches of advertisements aired on conventional television media. Because social media like YouTube is able to become a better communication tool, freedom of expression, following all trends and news, and advertising promotion tools.

Why Tropicana Slim uses an advertising promotion approach through social media is, of course, its current advantage over other media. This is because social media provides an opportunity to build and build a reputable online presence and, of course, can increase and multiply marketing efforts and is considered the most effective.

This strategic advertising approach through web series is the hope at

Tropicana Slim to focus on creating and distributing valuable, relevant, and consistent content to attract and retain a clear audience. Ultimately, encouraging profitable customers to discuss the SORE web series is an important strategy for educating potential customers. The SORE web series presents dialogue messages for healthy lifestyles as human behavior to be able to live happier lives with their partners having social messages as awareness. However, this web series advertisement has the main message element: the Tropicana Slim brand advertisement. This Web Series does not merely have an aspect of philanthropy, such as public service advertisements or corporate social responsibility from the current state of public health.

The creative development of filmic approach advertising through strategic concepts is usually the basis of several unique creative advertising concepts, after receiving a creative brief, the script is then developed into a storyboard. From this storyboard, the advertising director will produce through pre-production, production, and post-production stages before broadcasting to the media. Of course, there will be an evaluation afterward on the impact of persuasion in getting good or bad feedback from comments on social media. But what is more important is being able to increase sales or not.

As a new strategy in carrying out As a new strategy in carrying out advertising campaigns on YouTube, advertisements in short film series to increase the brand image to audiences,

such as serials on YouTube social media, can also decrease in the audience. It found that the average trailer had five times more views than the average episode in a series, which could be because it's the most crucial video for brand promotion via pre-roll and other paid channels. The fact that the data shows that the number of views will decrease with each subsequent episode. Of the twelve out of fifteen branded web series on YouTube, his appearance tends to decline. One way is to compare YouTube video views in the first and last episodes of each of the twelve sequences. For example, we found that the previous picture had an average of 24% less opening than the start opening (Celine Roque, n.d.).

Web Series have a persuasive value, the storytelling style has been examined for its effectiveness in attitude change and retention. Research conducted by Nicolas H et al. that when reading short fiction texts on two advertising cases about the positive actions of selected companies towards the environment. One story is written using words from the Micro-WNOp corpus to evoke positive emotions (Story 1), while the other story is written with a more cognitive approach (Story 2). Biometric data, eye tracking, analysis of facial expressions, and galvanic skin response (GSR) were recorded while the respondent read the text. Heat maps and area of interest analysis show that while affective stories are quicker and more effective at changing respondents' attitudes, cognitive approaches produce more lasting attitude changes. Thus,

effective stories can lead to more rapid changes in attitude, but cognitive stories result in the deeper elaboration and subsequently better retention. Thus the story structure in a web series film can change the audience's attitude if the storyline is interesting, as is the case in the case of SORE.

SORE ad stories can go viral; hence viral ad videos are a prominent form of viral marketing, but little is known about which factors influence the virality or likelihood of a video online being shared and viewed as it is on YouTube viewing. The effect of story development on distribution and delivery is also found in the plot sequence, or three-act structure

developed. The length of time and view size of a series such as SORE will impact how much effect it has on the results of viewing it and then commenting on youtube. The role of the story in this video web series, the relationship between drama theory, narrative theory, and story grammar theory will have managerial implications for story development in viral social media marketing and, of course, will have implications for the web series in the SORE case study.

Figure 2, shows the positive trend of the web series approach through social media.

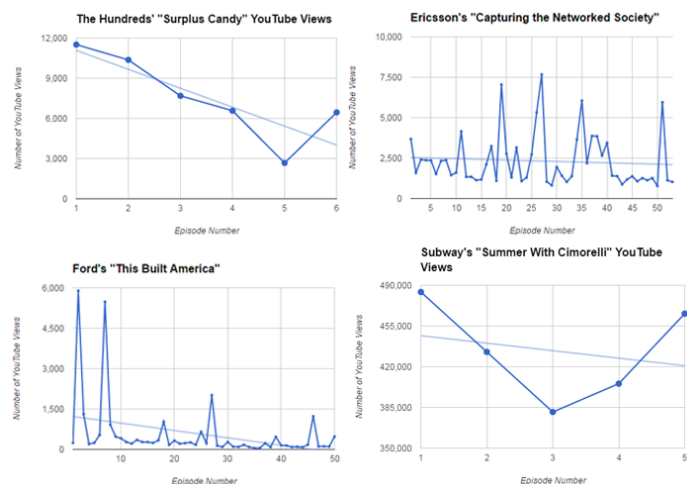


Figure 2. Twelve out of fifteen branded web series have a downward trend.
(Source: <https://contently.com/>, accessed 10 May 2020)

A digital advertising communication strategy such as this web series is to increase brand profits. The value of a brand, as perceived by consumers, is the result of complex elements that interact dynamically: quality, performance,

excellence, communication, price, emotional value, presence in the market, presence in the online environment through the use of digital marketing tools and techniques. (DMTT), interactions with consumers, etc (Niculescu et al., 2019). Thus, prospective clients can

establish contact with brands in various ways, for example, by reviewing online videos on YouTube, playing games, spending time on websites, communicating with other customers, or even just by watching ad links or banners. Thus, increasing brand awareness has been shown to impact turnover rates leading to increased brand value for most organizations (Niculescu et al., 2019). This is an effort of a digital marketing strategy through social media such as YouTube, although it tends to decline. Brand values differ as markers, the latter representing a collection of assets and liabilities added or subtracted from a product. Thus, brand value, which is considered an intangible asset in an organization's accounting situation, should be analyzed, taking into account the brand's development over the years, its development in market-based relationships, and in the light of the general sales capital that has been generated (Niculescu et al., 2019).

YouTube in which there is an audience response facility, namely a comment on interactions with web series shows has emerged as an important data source for analysis. In the digital economy, big data analytics (BDA) has great potential to be empowered as it can help advertising campaigns achieve a better and faster understanding of customer responses and make decisions to improve creative advertising.

Conclusion

Creative web series advertising strategies are a new form of advertising and promotion genre because digital technology, especially social media such

as YouTube, helps target audiences. YouTube channels are very popular with Generation Z or the millennial generation compared to watching television because, with just a gadget, they can get more information. So, a web series is a particular cinema series format broadcast via web-based TV technology (YouTube). All campaign activities on YouTube measure it in terms of audience, comments, demographics, and the target audience you want to reach. Everything is complete and provided by YouTube for free and easily, so placing a brand image in a web series advertisement becomes an alternative format for television media promotion. The process of making creative advertisements for this web series follows the production steps like a short film, where the director has a fairly high role in making this web series through the pre-production, production, and post-production stages before being uploaded to the YouTube Channel. The added value of advertising content in branded web series format is easy access and sharing from one audience to another, which means a useful increase in brand awareness. The element in web series advertising that attracts audiences is the story. Thus, the suggestion for creators or directors of advertising series films is that they can develop creative advertising art like what the Tropicana Slim advertisement did, not just be hard-line, and be able to see from the perspective of Generation Z, which is quite easy to use their devices as an advertising strategy of choice on social media.

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