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Research Paper

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Audience Perspective, Fun Message, Online Media Commercial Impressions with Interpretative Phenomenological Analysis Method

Dian Marhaeni Kurdaningsih¹, Iky Putri Aristhya²*Communication Science, Islamic Sultan Agung University, Indonesia**Corresponding author: Iky Putri Aristhya*

ABSTRACT:Objective: This research is motivated by the world situation, all countries are squirming out of economic stagnation. The commercial message is a moving symbol of the industry. Post-pandemic, commercial messages show their creativity to look more attractive. Commercial messages on the one hand are needed to find information on products and services. Commercial messaging is also needed in providing alternative options. In the midst of the dense frequency and intensity of impressions, commercial messages are able to compete with other media content. On the other hand, some people avoid commercial messages with skip behavior, because commercial messages are considered annoying and boring. Others enjoy commercial messaging as entertaining and fun content. There are viewers who want a commercial message but some who don't. method: The research uncovered pleasant commercial messages. A pleasant message will create an effective commercial message because the commercial message is able to be conveyed to the viewer. Commercial messages were studied with phenomenological analysis as a method from Smith.

Results: The messages as findings are proposed by presenting a different angle from previous research studies, namely the aspect of phenomenological interpretative analysis. Implication: This research builds awareness and understanding for the public about commercial message advertising, which is fun, continues to be seen, the message is conveyed and to support marketing success. Conclusions: Marketers understand people's preference for today's busy world but they need brands and lifestyles

KEYWORD : *Message, commercial, Fun, Online Media.*

I. INTRODUCTION

The *post-pandemic* era created a new atmosphere for people in Indonesia. Society and students began to study at school. But they continue to access online media for various lives. Online media content presents complex services, news, science from various disciplines, including advertising impressions. Some products are turning to take advantage of market opportunities. These products such as toilet soap, shampoo, toothpaste, hand washing soap, floor cleaner, antiseptic soap and others. Likewise, sanitary products, such as: tissues, *cotton buds*, *wet tissues*, *hand sanitizers* and medicines such as vitamins contribute to the success of the market. Healthy food and beverage products also feel crowded to fill commercial impressions in online media. Especially commercial airings with child ambassadors. This research focuses on children's commercial messages. Commercial messages involving children contain the understanding of children as *brand ambassadors* in commercial shows with products aimed at children. Children's advertisements are so interesting to fill commercial impressions in various media. Children's products of *food and beverage genres*, children's cosmetics, children's toys, children's fashion and other products color children's commercial shows in online media. Children are awakened to the perception of cheerfulness and happiness, children are described as intelligent and full of creativity. Children's commercial shows are seen as interesting, entertaining and create a sense of happiness, pleasure, carefree for children. This situation is a golden opportunity for marketers of products and services to involve children in commercial shows of various brands.

Amid the debate over the airing of commercial messages in the media. Some argue that the flood of commercial messages in online media is very disturbing, but others state that the flood of commercial messages will create healthy competition between products and will instead open up wide opportunities for potential consumers to choose alternative choices of products and services. For marketers, the display of commercial messages in the mass media is an effort to build awareness of potential consumers about the existence of a particular brand. Commercial messages as media content are needed as a means of information, persuasion, education, and entertainment. (Dennis Mc Quail: 2011) Research on commercial messages in the form of

advertisements has previously concluded that there are various benefits of commercial impressions. Jie Xu's research that examined the tendency towards the *second effect* aspect of advertising concluded that some of the impacts of commercial messages are unwanted messages. Among these unwanted messages are creating confusion, gender bias, and consumerism. (Xu, 2020). Other research conducted in media texts shows that children's commercial messages contain ideological and racist messages. (D. M. Kurdaningsih & Aristhya, 2022)

Research on commercial impressions to this day is interesting to continue to study and important to do. In practice, commercial messages should help people in creating solutions in finding their needs. On the other hand, product owners constantly rely on mass media to publish their products and services. Commercial messages in the form of sponsorships, advertisements, *adlibs*, sales messages are exotic media impressions, he is able to entertain, inform and persuade. For example, sponsorship informs viewers that they are a big product, have *customer loyalty*. The commercial message that appears during the show or *adlibs* reminds viewers that the product is common in daily consumption. While the commercial message of advertising always comes up with new ideas that create surprises, and arouse curiosity. People will continue to rely on their product curiosity on advertisements. The flood of advertisements in online media is one of the symbols that advertisements remain attractive and always watched. As much as the audience is presented with advertising impressions, advertisements will continue to appear in the media because it is one of the indicators that potential consumers are paying attention to the product. In the end advertising is able to show that it is one of the indicators of a good standard of living in society. Marketing for children went from a highly disliked practice to an integral part of growth as companies realized that investing in marketing for children and adolescents provided immediate profits and an excellent future. (Loose et al., 2023)

This research aims to reveal how the messages in commercial shows that are fun in children's commercial shows, namely commercial shows with children's *brand ambassadors* in Indonesia in the perspective of viewers. What do they think, what are the fun messages of children's commercial shows? The novelty of this research is in the material of commercial messages with children's *brand ambassadors*, previous research raised commercial messages with children's products. Previous research examined television media as a medium for airing commercial messages, and today research focuses on commercial messages in online media.

II. LITERATURE REVIEW

This study uses the phenomenological method, which aims to understand and describe a specific phenomenon that is deep and obtains the essence of human life experience (participants) on a phenomenon (Yuksel and Yildirim, 2015). So the researcher chose to use phenomenological methods. Phenomenological research is characterized by: (1) referring to reality, (2) understanding the meaning of events and their interrelationships with people who are in a particular situation, and (3) starting with silence. Data collection from this study was obtained by observation and interviews, including by using *in-depth interviews*. These in-depth interviews are used to obtain details about the phenomenon under study. This type of interview also aims to get "something" from the unseen. (Helaluddin, 2018)

The data obtained from this *in-depth interview* was then analyzed using *Interpretative Phenomenological Analysis (IPA)*. According to Smith quoted Bayir and Limas (2016) there are several stages in science, namely: (1) reading and *re-reading*, (2) *initial noting*, (3) developing emergent themes, (4) *searching for connections across emergent themes*, (5) *moving the next cases*, and (6) *looking for patterns across cases*. Science analysis is a method to understand "in what way" from the participant's point of view to be in the participant's position. This analysis also seeks to "understand" something, the context of understanding the intended has two meanings, namely understanding interpretation in the sense of identifying or empathizing and understanding in the sense of interpreting. Science analysis seeks to interpret something from the participant's side and from the researcher's side as well so that cognition occurs in a central position. This science aims to reveal in detail how participants interpret their personal and social world. (Helaluddin, 2018)

This study emphasizes the concept of viewers' responses to media and media content, they have a strong influence on viewers. (*firstmedia age concept*) the era of the mighty media, the era of corporate domination, strong institutions and the era of passive viewers. The era of online media, gave birth to the concept when the media appreciates viewers in acting actively. One of them presents an interesting message that is followed by viewers, not even left by viewers. Commercial messages must be able to build audience awareness, be able to be seen, be able to be read, be able to be heard and create memory while achieving the same meaning as what is desired by the product and brand. Previous advertising research on advertising messages concluded that some of the advertising messages in online media produce ambiguous effects. Advertising messages cause confusion and lacking messages. (D. . Kurdaningsih & Handayani, 2022)

The process of responding to advertising messages by viewers is familiar with AIDDA theory. This theory formulates that the success of advertising in supporting marketing activities begins and ends with the process, attention, interest, desire, decision and action. But along with the progress of the media, in certain cases the success of advertising does not have to experience the standard process. The birth of peer groups, peer

groups, family values, professional friends and others can inspire a lot in responding to products and brands. Preliminary research has found that these peer groups and professional groups and the like influence them in product and brand choices. The opinions of these groups will be considered by individuals in making decisions. (Salma Egita Fitri Subagyo & Jajok Dwiridotjahjono, 2021)

The function of the media as media is expected to be able to perform the function of entertainment and create an attraction to watch. Pleasant messages in this variable when viewed in advertising terminology are functions that entertain, create likes, attractiveness, smiles and happiness. Advertisements can also be viewed from the side of beauty. Research on advertising as a function of entertainment in Indonesia was carried out by academics by concluding the proof of the function of the media as a function of entertaining and persuading. Media also has a precipitation function, persuasion function, reinforcement function, reminder function. (Syaputra & Sabri, 2023)

III. METHODS

In this study, phenomenological studies were applied by researchers to the phenomenon of audience experience in consuming and interpreting advertising impressions in online media. Whether commercial messages are limited only to commercial impressions of advertisements in online media that are fun and how their daily experiences are when it comes to being confronted and watching advertisements in online media. How do they experience whether they are happy or actually very happy or have ambiguous feelings. This research seeks to understand a unique and special experience of a young audience group.

This research involved 100 informants in young people, namely the audience of advertisements in online media. Furthermore, the information from the informant's interview will be re-selected that best suits the purpose of the study. The selected ads are child advertisements for specific products, namely food and drinks, which are displayed on Youtube social media that appear at the beginning of the video show. The informant responds after watching the ad impression in its entirety and reveals their opinion of the messages it gets. The result of the expression of all informants is then carried out a reduction process. The results of the reduction are analyzed until only a few advertisements are selected that are really representative according to the research objectives. Furthermore, the data are analyzed by the IPA method and presented comprehensively as findings. From the results of in-depth interviews, data were obtained about the responses of young viewers after they watched the advertisements. Responses were collected and through the ad description process, the primary data was reduced. The results of the reduction process in the form of secondary data were analysed by means of data interpretation by the researcher. Then the results are compared with the results of previous research and analysis is carried out by strengthening the previous theories. The role of the researcher and the informant is very dominant, they conduct surveys to watch naturally.

IV. RESULT AND DISCUSSION

The analysis of this research is corroborated by advertising theory, namely *mediation of reality*. Or an individual-level conception of social reality. As referenced by McLeod and Chaffee (1972) in Nathanson, A. I. (2001), social reality suggests that others exist in one's mind as imagination, and it is only in this imagination that others have an effect on the individual. The perspective of social reality defines the social system as a unit of analysis. These communication experts focus on understanding common perceptions shared in society. They often base their exploration on the individual's perception of what others think, or whether the individual believes that opinions or attitudes are shared by others. Since the media, in particular, provides individuals with an indirect representation of reality, communication experts are particularly interested in how individuals develop a cognition of social reality based on their use and attention to the media.

On this mediation, in particular the communication mediation model, revisions have been made to account for the growing convergence of media and conversation, and the increasing polarization of partisans, and deepening social quarrels in media politics. Dhavan and colleagues offered a revised model of communication mediation that continued to emphasize the centrality of face-to-face and online conversations in democratic life. Because without change the frequent presence of digital media, will interfere with the functioning of democracy as a consequence of the new ecology of communication. (Shah et al., 2017)

to describe in essence, the perception of reality, or social reality, can be conceptualized as an individual's conception of the world. What intrigues many social scientists is the exploration of the specifics of this perception. (Granstrand & Holgersson, 2020)

Delightful commercial messages

Commercial advertising messages have the main function of supporting the marketing of products and services. Furthermore, advertising as mass media content works by providing information about various events that occur, (surveillance of the *environment*) socialization and education, (*transmission of the culture heritage*) as well as functions that allow a person to relax and reduce tension this is where the mass media performs an entertainment function. (Oikarinen, 2022) Advertising in particular has a complex function in

supporting marketing, and one of them is supporting the brand recognition function or branding process. (Wibawa et al., 2022) Furthermore, advertising is able to socialize people's lifestyles, present modernization, the latest technological developments, and advertising has social implications. Advertising plays a role in educating the public. (Krylova et al., 2021) The case of children's advertisements that have been studied by lecturers in Indonesia has resulted in the conclusion that with parental assistance, some of them actually show children's advertisements, some of which contain educational life values. Such as respect for parents and teachers, affection for friends and care for others. (D. Kurdaningsih & Maghvira, 2020) Children's advertisements in carrying out entertaining functions are also able to create a sense of fun. But it also creates displeasure, such as the ethics of children being involved in gender ideological debates (D. Kurdaningsih & Handayani, 2022) On the other hand society understands advertising differently. Children's advertising is perceived to build intelligence. (Asri, 2018) But advertising also presents something less profitable, such as the involvement of children in marketing efforts and the debate of various discourses.

In the perspective of the function of media as entertainment, advertising is able to create pleasant messages for its viewers. Advertising is able to create a smiling audience, and a sense of happiness. The presence of advertisements is eagerly awaited as an entertaining spectacle. Research conducted by Cabrero, resulted in the conclusion that advertising in general emphasizes the entertainment side. The entertainment side in advertising can be manifested in the appearance of the preferred *brand ambassador*, the uniqueness of the message and music that has appeal. (Barquero Cabrero et al., 2023) While children's advertisements in online media shows, from a market perspective, are designed to attract interest in visiting and watching potential customers. One of his creative strategies is to persuade. Children's advertisements contain a dominant element of coaxing that is depicted almost vividly in episodes of family harmony, cheerfulness, familiarity in making friends and material perfection. The element of persuasion in advertising by experts is still considered reasonable because scientifically it is practically that advertising must be able to create in order to persuade the audience. And in the advertising industry, the creative sphere is the responsible field in the drafting of this message. The creative field is required to be able in any situation and any type of product to create advertisements that are still able to persuade.

The issue of children's advertising continues to be discussed to this day. Legally the presence of children in advertisements is said to be exploitation. A study from a legal perspective on child exploitation was carried out by Loose who studied the appearance of children in more specific advertisements. (Loose et al., 2023) Another study on children was conducted by Yusnaldi and friends who examined child exploitation material in McDonald's advertisements. (Yusnaldi, 2020) Using different media, Merry Frida researched the exploitation of children through Instagram ads (Merry Frida, 2020) and Visual Communication Design studies on child abuse in the city. (Hyman et al., 2014) as well as children's studies on representation of gender equality in advertising, (Slak Valek & Picherit-Duthler, 2021) This research on children's advertising was conducted by researchers with a focus on studying fun commercial messages. The fun aspect is understood as the intelligent, smart (smart) aspect.

This research reveals the presence of brave behavior. The next role of advertising that performs a happy or fun role is that the ad is seen as having a positive influence in cultivating courage. Ads are perceived by viewers as fostering confidence. Advertising builds the perception of healthy children in a healthy physical condition of the body, full of achievements. Advertising is also perceived to build high solidarity, as very caring, advertising perceived cheerfulness, joy and happiness. This fun image of children's advertising in online media shows is depicted in a flowchart as follows: The findings of fun messages in children's advertisements are summarized in groups.

Figure 1 : Research findings on commercial messages in online media



Source: Research primary data 2023

Commercial advertising messages are non-personal communications (William Wells, John Burnet and Sandra Moriarty, 2003,10) Advertising is achieved by paying for ideas of goods or services through selected media channels. (Adrian Palmer, 2004, 429) Advertising contains the notion of being transmitted through a target audience through a massive medium (Monle Lee and Carla Johnson, 2007 in Kriyantono, 2015) Advertising is done by a clear sponsor. Advertising is summarized in the sense by Kriyantono of a one-way communication process, impersonal in nature aimed at influencing people to buy products, disseminated through mass media or mass media, and its loading requires paying time slots for radio, television or film, and column area for print media, and spacious space for outdoor media, such as *billboards*, banners, displays on highways and billboards. (Kriyantono, 2015) Whatever the reason, advertising aims to support successful marketing. Advertising is part of the pillars of promotion in addition to the pillars of publicity, *personal selling* and *sales promotion* as well as *word of mouth*. (Kotler and Armstrong, 2003:78)

The study of children's advertisements is an interesting thing. Child advertising is often associated with problems of child exploitation, gender, ethics, bullying and class. However, this time the children's advertising study is interesting children's advertisements that show happiness for their viewers, something fun, something that the viewers want. How advertisements that were previously present in online media with their problems turned out to be able to create pleasure and happiness for certain viewers. This study does not separate itself from the general study of advertising that serves to support direct marketing. The study of advertising is *quo vadis*, one side of advertising is the sub-pillar of promotion, a large pillar supporting marketing success. For the audience themselves advertising is not only as a long hand marketing but also as entertaining media content. On the other hand, advertisements are said to be boring and annoying, because the message is also often ambiguous. Children's ads will continue to be seen by their audience if they are new, idea-friendly and creative. (K & Mulyadi, 2019)

Advertising has two different sides of the surface. As an advertising marketing message, it conveys the functions of marketing, sales, persuasion, information and education. On the other hand, advertisements are read and interpreted differently by viewers. The focus of viewers' attention may occur not on the ad but on the other hand on the form of the message implied. Sometimes hidden messages are better able to communicate a message. Audio-visual ads have a high power of attractiveness. (Moriarty, 2011) That is one of the reasons why the study of advertising in text media is increasingly being carried out by researchers. Text-media advertising studies in Indonesia are usually carried out with semiotics, discourse, *framing*, *narrative* and hermeneutic studies. Studies will continue to evolve in a constructive or critical direction. But what is interesting about media text studies on advertising, especially children's advertising, is when researchers are able to dismantle the existence of ideology, ism, power, and class that play behind advertising impressions. However, this research researchers are more friendly in interpreting advertising messages, namely phenomenologically. This research looked at the audience's direct experience when interacting with online media.

In the cultural sphere of society in the *cyber era*, the media has an entertaining function. In the midst of crowded youth activities, lectures, schools, entertainment sites such as movies, dramas, music and interesting content are able to trigger the audience to continue watching. Likewise with ad impressions. Entertaining ads are categorized as ads with *emotional appeals* (Beatriz Casais, Aline Costa Pereira. 2021), or there are factors that tear apart consumer emotions. Something that can stir the emotions of these consumers can be by revealing the attractiveness of women over men or vice versa, and one of them is about the advertising of children's products. Advertising can also be understood in the perspective of rational *appeals* (Noble, Pomeroy, & Johnson, 2014) where seeing advertising in a rational appearance is a medium to convey a marketing message by creating creativity that is different from the purpose to watch. It takes an artistic layout, a theme, an interesting idea to get the audience's attention.

Mark Poster explained that currently the world community is in the era of *the second media age*, where media relations and viewers are relatively democratic. *The second media age* is characterized by decentralization, communication takes place both ways, relationships that are not in a state of control, are more democratic, build individual consciousness, and are individually oriented (Mark Poster, 1995) In the era of new media or online media has tremendous power. First, online media has the characteristic of superfast speed, *interactivity* (Mc Quail, 2011) where online media has the power to be media communication similar to *face to face communication*. Advertising impressions in online media are a manifestation of the creativity of the advertising industry's work. Of course, the meaning understood by the audience is the meaning of advertising that is able to be captured in interactive and super fast media conditions.

A creative commercial message must be able to give birth to novelty ideas, be able to persuade in a variety of different ways that will essentially drive awareness, foster interest and make purchases. Ads should be interactive.

Marketing Perspectives

The study of the effectiveness of commercial advertising messages when viewed from this research, these advertisements are indirectly carrying out the function of supporting marketing. The study of media texts emphasizes the function of advertising in the perspective of viewers. Because the research involved young

informants. Informants are viewers who are at the same time potential consumers. In the midst of turbulent advertising studies that have a detrimental impact on society, such as advertising creates consumerism, advertising is not in line with the ethical spirit of saving, advertising encourages shopping desires, and creates a sense of desire without creating a sense of need. Advertising with the study of media texts creates an understanding that in the midst of negative studies that advertising creates visual waste, interferes, creates high boredom due to the flood of advertisements in various media, but advertising on the other hand is always understood as something positive by product owners. With the presence of advertising, the public gets adequate information on alternative product choices, brands, prices, and others. Different from the findings of Nugroho, who concluded that advertising in general also creates pragmatic messages with violations of the maxim of advertising conversations as a creative process of ad creation. As a result, the meaning of advertising messages is meaningless, meaningless, absurd, taxa or ambiguous. Advertisements also experience ambiguity in compiling the meaning of their commercial messages. (Mahmood & Abdulla, 2020)

In terms of marketing effectiveness, commercial messages with pleasant messages are effective and support marketing work. The world of advertising research today is rife with discourse studies to fulfill the ambitions of researchers in theoretically and academically studying the phenomena of world ideology. Media text studies research reached its peak in 2015. At the beginning of 2022, advertising studies appeared again, marked by the presence of construction themes in international journals with world reputation. The study of media texts will continue to develop with new and innovative themes along with the development of understanding and discussion results in online media advertising reviewers in general. Figures of discourse analysis studies such as the discourses of Michel Foucault, Ernesto and Van Dijk, While semiotic, the presence of Derrida, Charles Sander Peirce, Ferdinand De Saussure. The emergence of theoretical figures as the originators of the theory will continue to emerge in rhythm with technological developments, media developments and advertising developments.

V. CONCLUSION

It is an opportunity for the industry to create a commercial message that is increasingly creative and always new so that viewers can keep watching. People consume media as the dominant means of entertainment, so create commercial messages that continue to entertain with fun content. Commercial shows of children need to be given space in the media to show that children as part of society are able to communicate in their own and interesting language. Future research could link cultural studies analysis to add to the analysis characteristics, corroborating new analyses with new theories. Input for decision makers that the findings of children's commercial messages with pleasant messages will favor brand owners, owners of products and services which ultimately is the welfare of the community, the turnaround of the economy of the region, the state and the nation.

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