Research Paper   Open Access

INDONESIAN CONSUMER ACCEPTANCE OF CHANGES IN THE CONSTRUCTION OF ADVERTISING CHILDREN'S PRODUCTS ON YOUTUBE

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ABSTRACT : Digital technology has changed the nature of media and the relationship between media and consumers. Media content has also undergone changes, one of which is a change in advertising construction. But this change is not perfectly understood by consumers. This incomprehension and ignorance creates ineffectiveness of advertising impressions in online media. Online media with social media facilities You Tube has an active consumer response menu. This study seeks to understand how the acceptance of Indonesian consumers from various layers of consumers in understanding changes in advertising construction. The research was reinforced by Stuart Hall's theory of receiving communication messages. The population is Indonesian consumers, the sample is selected in a purposive manner based on criteria, selecting informants with incidental techniques from several levels of society. The research data used in-depth interviews and interactive analysis of Miles and Huberman. The results of this study are findings of message reception that vary according to the background of the consumer environment. Future studies so that there are media literacy and advertising activities to increase consumer knowledge about marketing pillars

Keywords -*Consumer Acceptance, Construction Change, Advertising, Children's Products, You Tube*

I. INTRODUCTION

Technological changes have changed media from aspects of nature, content and relationships with consumers. Conventional media has passed the heyday of the past, and now is the heyday of online media. Advertising as online media content also changes following the character of the media. Advertising children's products in online media has distinctive characteristics because of the type of media. They are superfast, interactivity, demassification and asycrounous. (Lister, 2009; Quail, 2006)

Online media has advantages with all its facilities, including, Web, Blog and social media is really an opportunity for brand owner industries in advertising. First, Youtube social media as the most favorite media as a means of watching video shows. The choice of media types that have shifted from conventional media to new media. The behavior of the audience is information-dense every time so they often skip.(Kim et al., 2023) The advertising industry must change its advertising strategy to adapt to this changing media environment. Some strategies are carried out by the industry by adjusting the message according to the platform. The industry has also completely changed its messaging strategy and delivery strategy to keep ads visible, read and audible. Gomes applies a messaging strategy, with variations of images and text(Jacobson et al., 2023)

Several online media era advertising construction studies are conducted by academics. The discourse of diversity that appears in advertising.(Kornau et al., 2021) Dark humor that can be communicated in internet advertising, positive and consistent construction of employees.(Oikarinen, 2022)Persuasive constructions in advertising (Al-Subhi, 2022) Changes in the construction of advertising children's products from conventional to online.(Kurdaningsih, 2023)

But with these construction changes have not been understood by some consumers. Consumers are divided demographically from the education sector, work, profession, place of residence, background field of knowledge and experience related to different media. This situation makes significant distances in understanding construction changes. Consumers who lack this understanding create an adverse situation because it can create misperceptions in understanding advertising. This research is relevant to do because it is useful for

consumers in knowing changes in technology, changes in media, patterns related to media. Changes in media will affect media content.(Magin, 2020)

Previous research on consumer acceptance of marketing, found that the successful application of this technology depends on consumer acceptance, which plays an important role in determining market success. Studies have found that applying natural framing positively affects acceptance. A second study revealed that information supporting the use of representative heuristics can effectively increase technology acceptance. The third proposes and tests models of technological acceptance in cross-cultural environments, which show that similarities with traditional fermentation positively impact consumer perception. This further increases the level of trust and perceived benefits, thus significantly impacting consumer acceptance and intent to purchase new products. (Banovic & Grunert, 2023)

The next study on consumer acceptance of advertising content was conducted by Megehee. This article examines the nature of consumer process engagement and cognitive processing of advertising content as mediating variables between the execution of commercial messages (e.g., compression and expansion of broadcast time and use of broadcast versus print media) on behavioral attitudes and intentions. This article proposes a framework that builds on the previous work of Krugman, Wright, and MacInnis and colleagues; The framework includes hypotheses about the effects of ad execution interactions and processing engagements on cognitive processing of commercial messages and substantial direct effects of cognitive processing on behavioral attitudes and intentions.(Megehee, 2009)

Similar research on social media advertising acceptance has explored the application of social media technology in various fields. However, its significance as a means of delivery in the Sub-Saharan African motorcycle industry is lacking. This research uses the theory of Technology Acceptance Model and Behavioral Planning Theory.(J. Li, 2023)

The novelty of this study is the material changes in advertising construction, the use of qualitative theory of meaning, namely consumer acceptance. Stuart Hall's message reception underwent a development of meaning in the era of online media where the power of control of messages passed to consumers. Previously media institutions and their industries were centers of message production. The research also focuses on advertising children's products because this material is widely studied in various points of view of children's interests, especially in the discourse of industrial interests.

II. FRAMEWORK THEORY

Receiving a message or meaning to an audience is a process in which production that contains meaning, then distributed to the audience who sees it. The process of encoding to decoding explains the meaning or message conveyed is a series of raw social events and has an ideology (John Storey, 2010). According to John Storey summarized Hall's concept of three stages, by combining the third and fourth stages. The first stage is the production process of a discourse, in this case television shows. The reasons for triggering production include the interests of related institutions and market demands to display new programs. In this stage, the sender of the message designs and determines the ideas, values, and social phenomena to be aired. There are two factors that limit the process, including internal factors and external factors. Internal factors are the producer's point of view in viewing social phenomena as a form of application of the mind that will become a vision-mission. In the desired image or image can be formed from the impressions obtained.Meanwhile, in this process the existence of the audience is also considered as an external factor. So that with limitations like this, the production process on television shows is different from one another. So, the end result of this process is a kind of code formation of social phenomena then becomes a message or also called meaning structure 1 or meaning structure 1. It can be said that in this stage the structure of meaning is dominated and interpreted from the point of view of the producer, creator and sender of the message.(Junaedi & Mujahidah, 2021)

The second stage is the delivery of messages presented in the form of impressions or programs. With the impression, namely the realization of idea 1 that was previously planned and through this media the audience has a network to interpret the message sent. However, the audience does not directly receive the meaning structure 1 from the producer except through media impressions. Then at this stage, the existence of the sender of the message is no longer visible because in language impressions and visualization become dominating elements. It is said that in this stage the message is displayed in an interpretation of its justifiable content being very diverse and relying entirely on the audience as the recipient of the message.(Junaedi & Mujahidah, 2021)

The last stage is when the viewer tries to interpret the show by decoding the impressions viewed. In the process of breaking this code includes several processes and is influenced by the background of the audience. For example, viewers have different interpretations of the same film because they correspond to different experiences of events.(Zoonen, 2017) Then the message captured from the perspective of a different audience is often referred to by Hall as meaning structure 2. The audience that manages to capture the message is a form of reproduction of a production. In other words, this production process begins with the vision of the value of

social life which is again produced in social life as well. This is different from the linear concept which is one-way, as Hall's chain of communication of circulation of meaning is also called the process of producing and distributing messages that continue to rotate circularly.(Junaedi & Mujahidah, 2021)

According to Morley there are three positions, namely 1). Dominant reading is obtained when the audience accepts the full meaning of what is displayed by the media 2). Negotiated reading is basically the audience receiving the meaning given by the programmer but to a certain extent only, then the audience changes in such a way that it reflects his personal interests 3). Oppositional reading, the audience rejects the meaning because it is not in line with the given program code then chooses their own alternative views in interpreting a message. (Pujileksono, 2015) At this stage of reception analysis research has one 12 focal points on production, text, and context, and uses a qualitative approach. In the qualitative approach, what is more emphasized is the problem of depth (quality) not quantity (quantity). (Tantri Febrina Maharani, 2020)

The theory also explores the idea of active and passive spectators. Active audiences are those who question any aspect of the message behind the text of the media. Passive onlookers are those who unconsciously absorb messages without asking. This theory states that audiences are more active than passive because they have to think about the media they consume. The study's conclusions propose a philosophical shift in the way we express issues of meaning as arbitrary vs. the non-nomological relationships seen in stories about meaning. biological meaning, making the latter a more accurate way to bring out the meaning of secondary meaning without polluting it with problems of subjectivity as happened in the first meaning. We propose the concept of "surjectivity" to explain processes underlying behavior that cannot be explained by reference to the laws of physics.(Rodríguez Higuera, 2023)

For Styhre the pragmatic analytical philosophy and the idea that meaning is formed intersubjectively in the semantics of everyday language, and is accessible to everyone who uses the same language, this article formulates a theory of theorizing that does not stop at the affirmative statement that theorizing is a process that depends on personal beliefs and preferences.(Styhre, 2022)Meaning is a resource and indicator in itself for human health and well-being. The meaning of life and its search predict subjective well-being. In logotherapy and existential analysis, the human desire for meaning is considered the main motivation in human life. Meaning-oriented music therapy is not a form of music therapy in itself, but complements concepts and theories that already exist in modern music therapy. This is demonstrated when topics related to meaning take center stage in a music therapy session.(Pfeifer, 2021)

Ideational theory of meaning means a theory that states that the meaning of words is a subjective idea. In this article, we propose visual modeling using the Unified Modeling Language which we believe clearly represents the semantics of this theory. In addition, we modify and extend classical ideational theory to provide answers to some of its shortcomings, for example second-level concepts. We will show that our modeling is compatible with cognitive theories about conceptualizations such as hierarchical, network, and prototype theory.(Chitsaz & Hodjati, 2012)

In online media practice, the meaning previously determined upon initiation of the message producer migrates towards consumer power as an active media audience. You Tube social media ads have a special comment menu so that consumers or netizens are free to give input and criticism of media content.

III.   METHODS

This consumer acceptance study uses a type of qualitative research. The purpose of the study is to reveal consumer acceptance in understanding changes in advertising construction on social media You tube. The population is Indonesian consumers, informants are selected in a purposive criterion-based way. The choice of consumers is the audience of advertising children's products so that 10 informants in various social layers are obtained. The study is strengthened by an audience-based theory, namely the theory of the meaning of Stuart Hall's message. (Tantri Febrina Maharani, 2020)

This study selected advertisements for children's products and they were asked for information about advertising impressions in online media. The data collection technique is an in-depth interview to reveal whether they know, and are able to identify changes in advertising impressions from conventional media to online media. Data analysis was performed with interactive analysis from Miles and Huberman and deciphered it supported by Stuart Hall's theory of message reception. This study uses trianggulation techniques in testing the validity of data, namely source trianggulation and researcher trianggulation.

IV.   RESULT AND DISCUSSION

4.1. Result

This study also presents data from consumers, in connection with the display of advertisements on Youtube online media. Consumers are also aware of and or aware of changes in online media advertising when compared

to the appearance of advertisements on television. Some informants from among Communication Science lecturers, non-Communication Science lecturers, Communication Science graduates, non-Communication Science scholars, employees, student and housewives. The following is a list of such informants.

Table 1.List of Informant Names

No	Informan Names	Education	Profesion	Domicile
1	IkyPutriAristhya	Magister of Communication Science	Communication Science Lecturer	City
2	Idha Nur Hamidah	Magister of English literature	English literature lecturer	City
3	Sri Awindarini	Bachelor of Communication Science	Local Government Civil Servants	Village
4	SayyidahNurmillah	Bachelor of Public Administration	Boarding School Caregivers	City
5	IkaPutriaShinta	Bachelor of Economic	Housekeeper	City
6	Siti Zulfa	Mahasiswa	Communication Studies Students	Village
7	AflahulMuwaffiqTurmudzi	Student	Management Economics Students	City
8	SitiUmiati	Graduates of High School	Housekeeper	City
9	RiresAnantyastiti	Graduates Technical High School	Private Employees	Village

Source : Research Date 2023

Consumer knowledge about the difference between television commercials and Youtube online media advertisements.

The first informant was the mother of 42-year-old IkyPutriAristhya (IPA), the mother of one daughter who was 12 years old. The informant's job is a lecturer in Communication Science. In this study of changes in the advertising construction of children's products, researchers asked whether informants knew the difference between television commercials and online media advertisements. IPA stated that she felt the change. Iky (IPA) says that: Television commercials and online media commercials are completely different. First, online media advertising is more straightforward, focusing more on the message in the first seconds of watching. Online media advertising messages focus more on purchase instructions, Informants know that online media advertising is very free and does not control its audience. The audience is free to behave, pass by, go or want to watch. So the audience is completely free, the emergence of zip zap behavior, zippo, zapping, go, move, skip channel and others. Informants state that advertising in online media is better, more focused on connecting more with personal accounts, marketing functions can directly target individuals. Online media advertising really highlights advertising, brands, products, music takes place quickly if for me the role of brand ambassador is weak because Iky is not the type of memorizer of people, especially the advertisement is so fast. If the new ambassador doesn't know, but if the old brand ambassador he already knows.

Advertising in online media is to the point, the message is directly to the product, the brand directly there is the sound of music. Commercials on television are not so, many tell stories, story ideas display elements of value. An example is an S-26 milk ad that aired on You Tube with the tag line "because time can't go back." For online media advertising because today's audience is lazy to read a lot of text and visuals. This behavior is not because the audience does not want to read or is busy, but because the visual messages of online media are very numerous. "The second informant is Ida Nur Hamidah, from among English Literature Lecturers, a mother of 2 children who lives in the city. Mrs. Idha Nur Hamidah stated: He did not know, and did not realize the difference between advertisements on television media and advertisements on Youtube online media. Idha observed that television commercials are fast and cannot be repeated, while Youtube ads can be searched and repeated. On Youtube ads viewers can skip. In general, ads are ordinary, ads in general look ordinary and seem ordinary maybe because they often see.

A third informant from among the State Civil Apparatus Ibu Sri Awindarini, a mother of two sons who lives in the village stated: Sometimes watch ads on Youtube and also on television but do not notice if there is a difference or change in ad impressions. Sri was unaware that there were advertisements with different genres such as general advertisements and advertisements for children's products so she did not know their characteristics and could not mark them. Sri admitted that she had a bachelor's degree in Communication Science, but because she had not been in the field of media and advertising for a long time, she had never focused on media content, especially advertisements on Youtube.

The fourth informant was among social workers. SayyidahNurmillah is a social worker, caregiver of an Islamic boarding school, who often accompanies her five sons watching television and watching online media. SayyidahNurmillah (SN) stated: "Millah doesn't know, I don't pay attention to video shows in online media. In my knowledge, maybe because there are so many ad impressions and often appear on Youtube programs so they are not focused and not aware of the details of the ad. For me, advertising is the same, both advertisements on television and online." The fifth informant from among housewives, IkaPutriaShinta is a housewife with 4 school-age sons living in urban areas. Ika admitted that she often watches online media advertisements such as Instagram and Facebook, but if Youtube rarely focuses, watch it more often while passing by. Ika does not feel any difference from television commercials and You Tube online media commercials, both are good, television has a longer message, and is more comprehensive. Television advertisements because of the long duration are more complete data presentations, for example research data. And regular sentences. The video graphics technique is also good.

The sixth informant from among Communication Science students, Siti Zulfa, a Communication Science student, lived in the village. Zulfa admitted to watching online media and advertisements such as Instagram, TikTok and Google. I watch ads when I need products and services, I like most is the advertisement for beauty and fashion products. Nowadays I rarely watch television commercials. So my focus is only on online media. Long-form television commercials, usually the message goes round and round containing the episode first and then the purpose of the ad. Zulfa continued to give information about his experience seeing advertisements on Youtube as follows: Ads on Youtube are short duration straight to the point. Television commercials don't have to follow from beginning to end. Youtube ads can skip but some can't at least in the first five seconds have to watch. Television commercials are more creative, story ideas are newer. If Youtube ads must adjust the standard rules of Youtube. On television the explanation is longer. If in online media that I often watch, if the product targets me as a target, then I will pay attention but if it is not my target then I don't care. For example, fashion ads, the target is me, then I will pay attention, but if it is a car ad, I don't pay attention to wall paint ads.

The seventh informant from among non-Communication Science students, AflahulMuwaffiqTurmudzi (AMT) is a student of the Faculty of Economics living in the city stated that: Aflah said that he felt something changed but did not know the change where only I felt different. I don't know exactly what points have changed in online media advertising, especially Youtube. I only know that Youtube ads are shorter and can be skipped, even if they can be skipped. Usually only certain ads can be skipped on Youtube. If you watch an ad, only the product and the brand, if the ad is entertaining or creative, you will still watch it. Because you don't often watch ads, except if you're looking for products or services, you usually look for men's fashion products and accessories.

The eighth informant is a housekeeper, SitiUmiati's mother stated that she felt that she did not pay attention to advertising impressions, if I saw television commercials, I just watched them, or when I saw advertisements on Youtube I immediately skipped them, but if I was looking for products then I watched the advertisements". The ninth informant was a private employee, Rires' mother, Anantyastiti stated: Because she has a kindergarten child, Rires often watches advertisements for children's products. She also caters to children's product needs. I am looking for children's product information through Youtube ads. During the search for the product he watches but tetika does not search then does not watch. And if you ask about the difference between ads and others he doesn't know, as far as he knows, ads on Youtube can be searched and can be saved.

Consumer acceptance of changes in the era of television children's product advertising, Youtube online media advertising.

The first informant was Mrs. IkyPutriAristhya (IPA) said that: In principle, advertisements for children's products or advertisements in general have changed, these changes can be felt and can be shown which ones have changed. As for the second informant, Mrs. Idha Nur Hamidah stated: Child advertisements are also common. Maybe it's because Idha didn't master her knowledge, so as far as I know, that's it. He really didn't realize the difference or change in the appearance of the ad. For him, the ad impression is the same. Idha only knows and for her an interesting advertisement it is a funny advertisement. A third informant from the State Civil Apparatus Ibu Sri Awindarini stated: Sri did not know there was a genre of children's advertisements, to her knowledge the ads were the same, so she did not know if there were any changes in advertisements for children's products.

The fourth informant was Mrs. SayidahNumillah stated about consumer acceptance of construction changes She does not know, I do not pay much attention to advertising children's products, for me advertising is the same. The fifth informant from among housewives, IbuIkaPutriaShinta (IPS) stated: For advertising children's products there is no change, advertising is the same as general advertising. On television, advertisements describe the product validly. Online advertising, just like television advertising, the idea has not

changed. Likewise, the meaning of advertising in online media is still the same, no different from television advertising. As far as I know, advertising, both on television, and online media is essentially selling.

The sixth informant among the communication science students, Siti Zulfa, said that she only focused on the product ads she needed when watching ads on Youtube, so she was less concerned about products that didn't make her a target market. The ads I pay attention to are fashion, makeup, and body care ads. The seventh informant, AflahulMuwaffiqTurmudzi, said she didn't watch the ads for children's products, she wasn't focused, and she didn't know what the ads for kids looked like, so she didn't know what the ads for kids looked like. While the ninth informant, Anantyastiti Laughs, said he often sees advertisements for children's products on Youtube and that one year the media was different if the content of the ads on TV was not the same.The change in the construction of children's product advertising from conventional media to online is fundamentally unknown to consumers. Changes in advertising construction are only understood by people if they have adequate knowledge and supporting education and experience. The science supporting this understanding is related to marketing, advertising and communication science.

Analysis of consumer acceptance of children's product advertisements on changes in advertising construction.
The audience or consumers here consist of several circles. Among observers, lecturers, employees, housewives, communication science students, students other than communication sciences, students, who live in cities and villages. There are several conditions of acceptance of these consumers.

Table 2. Consumer Acceptance of Changes in Ad Construction

No	Acceptance of change	Information
1	Consumers are aware of changes and can point out changes in conventional and online advertising	Understanding from communication science academics
2	Consumers realize there are differences and can point out which sides are different	Understanding from communication science academics
3	Consumers realize there are differences but can't point out which sides are different	Understanding from the general consumer
4	Consumers do not know, to their knowledge television advertisements and online media advertisements are the same	Understanding from the general consumer

Source; Research data 2003

Some consumer acceptance findings show first, there are consumers who know and are aware and able to show changes in television advertising and online media advertising. Secondly, there are those who know the difference. Third, there are those who know but are unable to show the difference on which side. And some really don't know. Some argue that advertising both on television and in online media is the same, both selling. Consumer education, profession and experience greatly influence how receptive they are to media impressions. Consumers with an understanding of communication science, marketing science and / or advertising science know that something has changed either in advertising impressions on platforms, messages or impression strategies. In terms of platforms, video ad impressions must adjust to the Youtube platform both in terms of size and time duration.

Viewed from the perspective of the message, advertising on Youtube online media is direct or to the point. The initial message immediately moves the consumer. Instructive messages encourage people to act. From the perspective of online media advertising impression strategies, taking into account the limited duration and focus of consumer attention or their viewing behavior that will behave skip, important messages such as brand ambassadors, packaging, products and brand names appear in the 3rd to 5th seconds. On the principle of consumers, their motive for consuming media is to watch programs. From the beginning his concentration was on the program. Consumers do not focus on other impressions, namely advertisements. Consumers will pay attention to advertising if the product in the ad is being sought to meet a need or fulfill a sense of desire. Consumers can also watch ads in between program impressions because they are inspired, if the ads can contain appeal, different and creative. Consumers look at the media also for reasons of seeking information, and entertainment.

4.2. Discussion
The results of this study show that the reception of messages about changes in the construction of children's product advertisements on social media is very varied. Differences in consumer education level background, scientific background, broad experience create a significant frame of mind and experience

framework in understanding media. Consumer occupation and domicile also influence consumers in the level of media insight.

Chung's research found usability constructs important for shaping consumers' positive attitudes toward receiving SMS ads in both countries. The attitude of young Korean consumers towards SMS advertising is more positive than that of American consumers. Although social influence had no effect on Korean consumer acceptance attitudes, it did show a positive relationship with American consumer attitudes. The study revealed that consumer acceptance of SMS advertising is different in two culturally different countries.(Muk & Chung, 2015)

While the results of the Bakar study recommend that the acceptance of technology; Use and usability in movie mobile advertising contribute significantly to movie purchase intent among teens aged 15 to 29 in the country. This paper introduces the contribution of usability and usability in communication studies utilizing cellular telecommunication technology among youth in Malaysia.(Bakar & Bidin, 2014)

Similar to Yang's study, which shows that self-presentation desirability is an important determinant of native ad responses. In addition, Advertising Acceptance partially mediates the relationship between self-presentation desirability and advertising engagement. This research contributes to our understanding of advertising response by extending self-presentation theory into the context of original advertising and yielding some important managerial insights for social media providers and advertisers.(Yang & Gao, 2021)

According to Well, however, the self-openness of media actors in parasocial interactions increases the likelihood of viewers agreeing with the perpetrator's message. Two randomized experiments support a multiple-mediator serial model in which a player's self-openness positively impacts viewers' message reception through improved perceptions of player authenticity and interpersonal feelings of liking.(Nah, 2022) Other studies have shown that entertainment, informativeness, and customization are the strongest positive drivers, while resentment is negatively associated with YouTube ads. On the other hand, the value of advertising through YouTube affects brand awareness and consumer purchase intent. (Dehghani et al., 2016) Lin in his findings stated that privacy risks, concerns about intrusion, and usefulness of sponsored advertising to consumer attitudes and purchase intent. Testing models derived from technology acceptance models, the study found that privacy and intrusiveness concerns contributed to perceived benefits. Privacy concerns impacting intentions Dansses conclusions, Lin stated that privacy risks, concerns about intrusion, and the usefulness of sponsored advertising for consumer attitudes and purchase intent. By testing models derived from technology acceptance models, the study found that privacy and intrusion concerns contributed to perceived benefits. Privacy issues that impact purchase intent for buy products. (Lin & Kim, 2016)

Studies of message reception with vlog material resulted in findings that high audience participation rates are more likely to increase brand endorsement receipts through increased perceived credibility among viewers. Therefore, time should be spent on choosing vloggers who are active in the online community. This research contributes to an understanding of the different characteristics of vlogs that specifically affect endorsement effectiveness.(Munnukka et al., 2019) Different findings showed that participants who previously saw skippable ads were quicker in making decisions to watch or skip subsequent ads. Ad skipping habits and participants' time urgency were also revealed as key determinants of various ad skipping behaviors. This innovative research provides empirical support to the process of adapting consumer acceptance that directs people's linkage with interactive advertising formats.(Belanche et al., 2017)

Wang has previously researched consumer decision-making styles. Research findings suggest that the relationship between consumer style inventory is seen to influence purchase intent. Furthermore, their responses to emotional advertising and evolving attitudes mediating consumer decision-making styles and purchase intentions can be influenced and shaped consumer attitudes by using emotions in advertising. In addition, the effect of response to emotional advertising is the same in both utilitarian and hedonic products which means that if the customer will respond positively to emotional advertising, he will have a positive attitude towards the brand and will show purchase intent.(Wang et al., 2020)

The development of receiving advertising messages shows that sensory advertising experiences positively influence users' behavioral responses through serial mediation of empathy and altruistic motives. In addition, the perceived effort of influencers proves to be an important moderator of the influence of sensory ad experiences on user empathy, further influencing user behavioral responses. The findings provide insight into the persuasion effects and advertising mechanisms of short video influencers and provide advice for advertising campaign designers.(B. Li et al., 2023)

Consumer acceptance of children's advertising in digital technology has enabled "surreptitious" advertising, such as advergames and native ads, to be shown to children as entertainment content. Academic research largely supports a causal link between advertising exposure in children and certain forms of behavior, including asking, buying, and consuming advertised products. The research has documented the intended impact of advertising on children, including child selection or demand for products advertised to parents, as well as unintended impacts such as parent-child conflict.(Ritter & Vaala, 2023)

Some similar studies as a comparison of the results of this study are that the concept of consumer acceptance of changes in the construction of children's product advertisements on social media is supported by the theory of message acceptance. Consumers are an active element in watching media impressions. Consumers can express their views freely, whether they like it or not, or love and share information.

V.　CONCLUSION

The conclusion of this study is that the changing construction of child advertising on social media is not fully realized and understood by consumers. Several factors influence this aspect of understanding. Professional factors and scientific educational background owned by consumers determine understanding of media content, so they can distinguish conventional advertising content and online media content. The job factor will determine the level of knowledge about media, marketing and advertising insights. While individual experience will more or less create broader insights to understand world phenomena, new technologies and affect all aspects of life. The individual environment of consumers forms harmonious adaptations so as to create togetherness in a perfect life.

Media education is needed by consumers to understand the world. The theory of message reception previously mastered by media institutions, today has migrated to individual sovereignty. Consumers act as input and criticism to the media. Future research may include more relevant theories and more suitable data quality tests.

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