

## ANALYSIS OF CONSUMER ATTITUDES TOWARDS TELEVISION MEDIA ADVERTISING

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### ABSTRACT

As consumers, everyone becomes the target of advertising, even all parts of the human body are targeted by advertisements. Producer use various advertising media hoping to influence consumer behavior. One of the advertising media is television. This study focuses on the problem of consumer attitudes towards consumers towards television advertising. This research was conducted in the city of Surabaya. Sampling was done by simple random sampling method. Data were collected by distributing questionnaires with data analysis using Fishbein's attitude model.

The results of the study indicate that consumer attitudes towards television media advertising are based on advertising attributes: 1) Product information; 2) Social roles and image; 3) Entertainment; 4) Good for the economy; 5) Falsehood; 6) Corruption of values; 7) Materialism, is positive. Two things that need to be considered in advertising from the results of this study are: 1) Analysis of consumer attitudes towards advertising is important as a basis for preparing promotional strategies and programs, especially in the field of advertising; 2) Determination of advertising material needs to pay attention to the values that exist in the community.

**Keywords:** Consumer Attitudes, Advertising, Television Media

### INTRODUCTION

Competition in the business world is getting tougher, along with the growth of the economy and technology, various avenues for producers to compete for the attention of potential consumers through advertising, Advertisements were first known through announcements delivered orally, in line with advances in technology and information systems, advertisements were carried out following the development of technology and information systems, one of which was through television media.

Television is one of the media that can reach the wider community. With this wide reach, entrepreneurs

have begun to take advantage of television media advertising programs. The definition of advertising has been put forward by many experts, each looking at it from a different angle, but basically the opinion contains the same meaning, one of which is: "Advertising is a message that offers a product aimed at the public through a media. However, to distinguish it from ordinary announcements, advertisements are directed at persuading people to buy" (Kasali)

In the past, advertising activities were generally handled entirely by companies, but in line with the rapid growth of advertising agencies, decisions about creative

advertising activities have been transferred to third parties. The challenge in advertising activities is the concept of managing the effectiveness of the advertising process.

## LITERATURE REVIEW

### Consumer

As consumers, we are all targets of advertising, after the broadcast of private television, advertising opportunities through television media become open, this is the target of producers, producers introduce their products and compete to appear on television with their own uniqueness and creativity.

It is easy to advertise through television because most people in Indonesia already have it so that the delivery of messages will be broad and even so that marketing communications will be more effective.

Ricad Mulyana (2022) states that advertising through television media has many advantages and disadvantages, including:

#### 1. Advantages of television media advertising:

- a. Make products more quickly recognized by people or potential customers
- b. With advertisements, the benefits and uses of the product will be conveyed more clearly even if only at a glance.
- c. Making people more interested or interested more quickly, this can happen because the reach that is spread by television advertising is wider and more evenly distributed.

#### 2. Weaknesses of television media advertising include:

- a. The budget spent on advertising is very expensive.

- b. Sometimes by advertising on television, it expands very high without thinking about the risks that will occur.

- c. The audience does not like the company's product advertisements, because there is a lot of competition and maybe it is because when people pause in soap operas or movies that people watch, people switch to other television channels.

Television advertising elements prioritize the quality and content and goals of advertisers, which can be conveyed in a short duration and attract attention to the audience, there are 4 elements in television advertising, namely:

#### 1. Voice

The sound in television commercials greatly affects the sense of interest, the sound in the advertising elements can be in the form of human voices, plants, music and other sound effects.

#### 2. Pictures

Images can be in the form of products offered, but not just ordinary images. The picture already contains the product as well as with interesting editing techniques.

#### 3. Move

Moving can attract more attention from the audience.

#### 4. Writing

The writing is short, concise and clear, so that it is easy to see and understand for clarification of the product.

Many of the social and economic impacts of advertising, due to a lack of understanding of the more long-term function of marketing, there is a lot of abuse of marketing with actions that stem from the use of advertising. Ads that plunge and

stimulate teenagers to smoke, movie ads that stimulate sex or sadism and so on, but advertising also has a positive impact on society.

Renald Kasali stated that there are several benefits of advertising for society and the economy, namely:

1. Advertising expands alternatives for consumers
2. Advertising helps producers build trust for their consumers
3. Advertising makes people know, remember and believe in a brand/product

In addition to the benefits of advertising, of course, advertising also has a negative impact on consumers, namely:

1. Advertising makes people buy something they don't really want or need.
2. Advertising makes things more expensive
3. Advertising makes low-quality goods sell
4. Advertising leads to waste

From another aspect of consumer attitudes towards advertising, for example, how do potential consumers react to the advertisements they see or hear? Does the ad really make consumers react to a certain attitude, or do they not care about the ad?

Factors that need to be considered in presenting advertisements as stated by Siswanto are:

1. Advertising must be able to attract the attention of the target object, there are many ways that can be used by the company to attract the attention of the target, both unique or refreshing to ways that have nothing to do with the advertised product, the appearance of movie stars, comedians, sports stars and so on as advertising stars.

2. Advertising must be able to arouse the interest of buyers to follow it fully in order to understand the message in the ad
3. The ad must be able to cause the target audience to use or own the advertised product
4. The ad is at least able to encourage the target of the ad to think or do something positive about the product being advertised News in advertisements continuously stimulates consumers through physical, electronic, print media and so on, but it has never been known exactly how to react to the advertisement, because one person's reaction to another person is different in responding to the presence of an advertisement.

As the results of research by Uchenna Cyril Eze1 & Chai Har Lee (2012) that consumer attitudes towards advertising are negative. From this finding, companies must become more sensitive to consumers and ensure that advertising campaigns are carried out properly to avoid adverse effects on company performance. In contrast to the research results of Kwek Choon Ling; Tan Hoi Piew; Lau Teck Chai points out that consumer attitudes toward advertising are positive. While the research results of T. Vijaya Chithra and Dr. S. Kothai shows that consumers have great confidence that television advertising informs viewers about the brand they need, product updates are available in the market and they know about changing fashions. Although there are some negative attitudes among TV commercial viewers that excessive repetition of advertisements, distracts viewers from watching the TV and which in turn can have a negative impact on these products. It has also

been found that consumers perceive television advertising as a medium that helps them in making effective purchasing decisions.

This research is very important for companies, especially for determining promotional strategies with television media advertisements, with this research it is hoped that it will be known whether the advertisements that have been aired so far can be received positively by the public or not, thus promotion strategies, especially television media advertisements can done more precisely.

## METHOD

This type of research is quantitative research with the object of research conducted in the city of Surabaya. The population used is everyone who owns a television so that the number is not counted, the sampling method is random sampling using the Limeshow equation:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{d^2}$$

Information:

n = number of samples sought

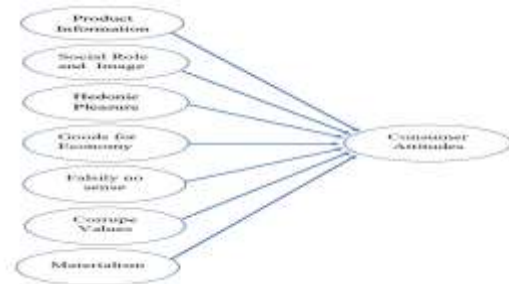
Z = normal table value with a certain alpha

p = case focus

d = alpha (0.05) or 5% of the 95% confidence level commonly used in studies.

So that the number of samples used is 96 respondents

## Research design.



## Measurement.

### 1. Consumer Attitude

Consumer attitude is a comprehensive evaluation that allows the object or alternative provided by the respondent, measured by:

- Trust (bi), namely a person's belief that the object under study has the attribute i.
- Evaluation (ei), namely evaluation of attribute i.

### 2. Advertising

Advertising is a message that offers a product aimed at the public through television media and has the nature of persuading people to buy the advertised product, measured by:

- Product Information  
Namely that advertising is a source of information about the characteristics of the advertised product
- Social role and image  
Namely that advertising becomes a source of lifestyle, fantasy and what to buy to get social status, prestige and image of users of the product.
- Hedonic Pleasure  
Namely that advertising can create a sense of taste, arouse pleasure or also give warning,
- Good for economy  
Namely that through advertising will accelerate the delivery of information to potential consumers.
- Falsity no sense.

Namely that advertising can be seen as intentionally misleading, i.e. informing something more than it really is.

- f. Value corruption.  
 Namely that the advertisement depicts the content and slogan or many advertisements that are less educative
- g. Materialism.  
 Namely that advertising is done to influence potential consumers with commercial, social, political, philosophical and cultural interests by displaying goods attractively. Advertising encourages people to buy lots they may not really need.

**Analysis Tools.**

The analytical tool used is the attitude model from Fishbein, namely using the formula:

$$A_o = \sum_{i=1}^n b_i e_i$$

A<sub>o</sub> = Overall attitude towards the object

b<sub>i</sub> = Strength of belief that the object has attribute i

e<sub>i</sub> = Evaluation of attribute i

n = Number of attributes

The statistical test used was the Chi Square Test (X<sup>2</sup>) with the formula:

$$X^2 = \sum_{i=1}^k \frac{(O_i - E_i)^2}{E_i}$$

X<sup>2</sup> = Value of Chi-Square

k = Number of observed categories

i = 1

E<sub>i</sub> = Expected frequency of the i category

O<sub>i</sub> = Frequency of observation

**RESULTS AND DISCUSSION**

The results of the study by distributing questionnaires from each variable, it is reflected in the frequency distribution of respondents in Appendix 1 which states their choices are in accordance with the value scale (+3; +2; +1; 0; -1; -2; -3), then arranged in tabulation form as reflected in Appendix 1. From the results of the tabulation, a frequency distribution table is then made as shown in Tables 1 and 2 below:

**Table 1 Frequency distribution of consumer confidence that television media advertising has the attribute i**

I t e m	Value Scale														Am oun t			
	+3		+2		+1		0		-1		-2		-3					
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%		
1	29	30	49	51	14	15	0	0	4	4	0	0	0	0	0	0	96	100
2	13	14	38	40	34	35	7	7	3	3	1	1	0	0	0	0	96	100
3	15	16	49	51	21	22	2	2	3	3	1	1	2	2	0	0	96	100
4	10	10	41	43	47	49	28	29	8	8	8	8	2	2	0	0	96	100
5	7	7	43	45	42	44	15	16	1	1	9	9	1	1	0	0	96	100
6	7	7	33	34	34	35	22	23	1	1	1	1	3	3	1	1	96	100
7	11	11	46	48	48	50	22	23	3	3	6	6	2	2	0	0	96	100

**Table 2 Frequency distribution of consumer evaluations that television media advertising has the attribute i**

I t e m	Value Scale														A mo unt			
	+3		+2		+1		0		-1		-2		-3					
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%		
1	29	30	49	51	14	15	0	0	4	4	0	0	0	0	0	0	96	100
2	13	14	38	40	34	35	7	7	3	3	1	1	0	0	0	0	96	100
3	15	16	49	51	21	22	2	2	3	3	1	1	2	2	0	0	96	100
4	10	10	41	43	47	49	28	29	8	8	8	8	2	2	0	0	96	100
5	7	7	43	45	42	44	15	16	1	1	9	9	1	1	0	0	96	100
6	7	7	33	34	34	35	22	23	1	1	1	1	3	3	1	1	96	100
7	11	11	46	48	48	50	22	23	3	3	6	6	2	2	0	0	96	100

1	3	3	4	4	1	1	1	1	3	3	1	1	0	0	96	1
	1	1	6	8	5	6	1	1	3	3	1	1	0	0		0
2	1	1	4	4	2	3	1	1	3	3	1	1	0	0	96	1
	6	7	6	8	9	0										0
3	1	1	5	5	2	2	2	2	3	3	2	2	0	0	96	1
	3	4	1	3	5	6										0
4	7	7	5	5	2	2	2	2	7	7	2	2	0	0	96	1
			3	5	5	6										0
5	6	6	4	4	2	2	1	1	9	9	2	2	0	0	96	1
			5	7	4	5	0	0								0
6	6	6	3	4	2	2	2	2	1	1	9	9	2	2	96	1
			9	1	2	3			6	7						0
7	1	1	4	5	2	2	2	2	5	5	2	2	1	1	96	1
	1	1	9	1	6	7										0

From Table 1 in general it can be stated that most of the respondents have a positive belief in television media advertisements on the 7 attributes stated, namely:

1. Attributes of product information there are 92 respondents or 95.83%
2. Attributes of social role and image there are 85 respondents or 88.54%
3. Attributes of enjoyment / pleasure there are 89 respondents or 92.70%
4. Good Attributes for the economy there are 78 respondents or 81.25%
5. Attributes of Falsehood that are not realized there are 75 respondents or 78.13%
6. Attribute Corruption value there are 64 respondents or 66.67%
7. Attributes of Materialism there are 85 respondents or 88.54%

From Table 2 in general it can be stated that most of the respondents gave a positive evaluation of television media advertisements on the 7 attributes stated, namely:

1. Attributes of product information there are 91 respondents or 94.79%

2. Attributes of social role and image there are 90 respondents or 93.75%
3. Attributes of enjoyment / pleasure there are 92 respondents or 95.83%
4. Good Attributes for the economy there are 86 respondents or 89.58%
5. Attributes of Falsehood that are not realized there are 80 respondents or 83.33%
6. Attribute Corruption value there are 69 respondents or 71.88%
7. Attributes of Materialism there are 86 respondents or 89.58%

In data analysis using the Fishbean attitude model, namely attitudes towards certain objects with the formulation

$$A_o = \sum_{i=1}^n b_i e_i$$

From Appendix 1, the frequency of the degree of positivity of consumer attitudes can be arranged by the following steps:

1. Determination of class intervals:

$$C = \frac{\text{Largest value} - \text{smallest value}}{\text{Number of classes}}$$

$$C = \frac{63 - (-63)}{6}$$

$$C = 21$$

So that the class interval is = 21

2. Determining the degree of attitude positivity
  - a. Very positive with interval = 43 – 63
  - b. Positive with interval = 22 – 42

- c. Slightly positive with interval = 1 – 21
- d. Slightly negative with interval = (-1) – (-21)
- e. Negative with interval = (-22) – (-42)
- f. Very negative with interval = (-43) – (-63)

From Appendix 1, the frequency of attitude positivity degrees can be arranged as follows:

- a. Number of respondents being very positive = 5 respondents or 5.21%
- b. Number of respondents being positive = 48 respondents or 44.79%
- c. The number of respondents being slightly positive 43 respondents or 44.79%
- d. Number of respondents being slightly negative = 0
- e. Number of respondents being negative = 0
- f. Number of respondents being very negative = 0

3. Frequency distribution table.

Class	Observation Frequency	Expected frequency
Very positive	5	16
Positive	48	16
Slightly positive	43	16
Slightly negative	0	16
Negative	0	16
Very negative	0	16

4. Statistical test using Chi Square:

$$X^2 = \sum_{i=1}^K \frac{(O_i - E_i)^2}{E_i}$$

$X^2 = 165,16$   
 $X^2 \text{ table} = 11,07$   
 $X^2 \text{ count} > X^2 \text{ table}$

So it can be concluded that consumer attitudes towards television media advertising are positive

**CONCLUSION**

From the results of this study, it can be concluded that consumer attitudes towards advertising are positive, meaning that the presence of advertisements on television can be accepted by consumers as conveying information about products although sometimes there is an element of information overload.

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