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### REACHING THE YOUTH HEART BY SWITCHING TV ADS TO YOUTUBE

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#### ABSTRACT

TV ads have more mass coverage than any other types of promotion. However, for young audiences, YouTube has more viewers than TV. The purpose of this study is to describe how young people choose YouTube to seek information including watching TV ads (TVC) and how these studied ads fit into their hearts as a life lesson. The concept used is audience awareness and theory of intimacy. The research method is post positivistic interpretative method through the construction of social reality in YouTube. The study was conducted for 6 months involving two students as the research assistants who interviewed a number of their friends. They found the two most-watched ads those are Go-Jek and Mentos Ads. The results show that young people are more aware of a product because they watch ads on YouTube rather than on TV. In addition, TV ads are also able to give a new paradigm about how to live life and even a child can become a mentor for adult man in an intimacy process to a young woman in a cafe. In these two ads, cross-cultural communication happens that lasted harmonic and across the generation.

#### INTRODUCTION

TV commercials have a greater mass audience than any other type of promotion as reported by nielsen.com which states that TV penetration in Indonesia still leads with 96 percent, followed by outdoor media (53%), Internet (44%), Radio (37) %), Newspapers (7%), Tabloids and magazines (3%) (Lubis, 2016). The data shows an indication that Indonesian people

are fond of using digital media such as TV and online media. It also reinforces why YouTube is a social media that reaches young people in Indonesia because social media can be accessed everywhere, unlike television which is usually can only be watched at home or other limited places.

Responding to this situation, the promotion of products/services also evolves in accordance with the development of technology. TVC are assumed to be watched by a youth through YouTube. In fact, advertising is not only to meet the needs of goods and services, but the messages delivered through the ads can reinforce or add the life's value. From a product/service manufacturer's perspective, an ad produces the most attractive possible video, with a duration of 15 to 30 second of television commercial. The goal is catching the audience' attention by presenting message that motivates them so that they can store it in their memories. In previous research, ads are produced not only to persuade, but also to convey ideology.

Technological development which occur is not only felt by the mass media, but also by the existing business. One of them is online transportation which takes Indonesia's attention such as Go-Jek and Grab. From the results of the polls on the communities studied, nowadays, the brand of Go-Jek is considered to be mostly used by the informants. The selected ads of Go-Jek is the "Unlimited Life" version with Irfan Bachdim. Another ads is Mentos "Mentor" version because it has a uniqueness and empathy.

Data obtained from the preliminary research on 15 students sampled for experiments was conducted to know where they captured the TV commercials. The answers obtained are: 93.3 percent of the students watch ads on YouTube and only 6.7 percent of the students who watch it through the television media. This means that only one person from 15 students who watch TV ads via TV. This data is declared valid because since the same result is obtained from asking several other students on different campuses in which the majority of them watch ads through YouTube, not via TV. Based on the data above, we compiled research questions on how TV ads penetrate the hearts of youth who watched it through social media of YouTube? Furthermore, this study also questioned how these two TVCs are studied, incorporating their message to the hearts of youth as a life learning and how do cross-cultural communication occur in both ads?

## **LITERATURE REVIEW**

Arif (2016) describes the effectiveness of Mentos Ads with Raisa version. The respondents of this research are the UPN "Veteran" Yogyakarta students of Business Administration Study Program 2013 to 2015 with the total sample of 78 respondents. The sampling method used is incidental sampling which means that anyone who by meet the researcher incidentally can be used as sample. Meanwhile, the data analysis used is EPIC Rate. The conclusion of this research is the score of Raisa version ads: overall the Mentos ads is effective if it is measured using an EPIC dimensions. (Arif, 2016). The research result above is declared effective from the point of indicator such as: Empathy, Persuasion, Impact and

Communications. This result supports and assumes that the Mentos ads in this study has the same result too.

Another study mentions the existence of bad behavior risk because the younger people seek information through the internet. The purpose of this literature review is to explore the factors that can potentially contribute to the adolescents 'aversion to intervention and prevention of adolescents risk' online risk-taking behaviors (Baumgartner, Valkenburg, & Peter, 2010). With the results of this study, it can be known that information from the internet has a potential to change the youth behavior, even though it is more in negative view. Therefore, the intervention from the parents is required. Online risk-behaviors are related to self-disclosure to strangers, unwanted sexual solicitation, and the arrangement of face-to-face meetings with strangers offline. However, in this study, we have optimism from the impact of advertisement on the behavior of youth.

The potential of the internet as a communication tool is portrayed by the following research which states that adolescents are increasingly turning to social networking as a mean of communication. The internet has provided adolescents with a mean of communicating which is not only friends and family members, but also unknown people. This means that adolescents are being afforded for the occasion of strangers, unwanted sexual solicitation, and the arrangement of face-to-face meetings with strangers offline. The online habits of teenagers are also alleged to cause antisocial behavior. There is relationship between these aspects of parenting and beliefs about antisocial acts which depresses the young people's characteristics, of which some results is varied by age, gender and temperament. The current study examined whether antisocial acts, with temperament, gender, and age are considered as potential moderators. A total of 7135 adolescents, aged 14-18 years, completed self-report measures of antisocial beliefs, parental monitoring, secure attachment, and temperament. Results indicate that both secure attachment and parental monitoring are associated with adolescent beliefs about antisocial behavior. It also appears that the two aspects of parenting monitoring complement each other, which in turn is linked to a lower tolerance for antisocial behavior. (Dane, Kennedy, Spring, Volk, & Marini, 2012)

Further research on hitting the right note for child and adolescent mental and emotional wellbeing was conducted entitled a formative qualitative evaluation of Sistema Scotland's "Big Noise" orchestral program. Young people also have potential mental disorders, but it can be overcome with programs that generate confidence through the orchestra music program. Through the research, it appears that the young people is vulnerable in stability but it can be helped by appropriate programs (Harkins, Gamham, Campbell, & Tannahill, 2016). In this case, positive TV ads can also generate motivation and happiness for the young people. The designs/methodologies/approaches used are Semi-structured interviews, observation, participant drawing exercises, participatory filmmaking, focus group and analysis of the program and participants' lives. The qualitative findings indicate that participation in the "Big Noise" program enhances mental and emotional wellbeing in three ways; first, the happiness and enjoyment of taking part in the program and orchestra, especially from music making; second, the security, belonging and relationships fostered

through participation; the quality of musician/participant relationship is important here as the program is designed enable to be supported, routine and structured; and third, increases pride, confidence and self-esteem, as a result of acquiring difficult musical skills, receiving regular praise and having frequent opportunities to demonstrate these acquired skills through regular orchestral performances (Harkins et al., 2016).

According to the unstable characteristic, youth are seeking for their own self esteem. Self-esteem relates to the extent to which one considers himself or herself valuable and important. One has a self-esteem when he or she feels the affection, attention, and appreciation of the others. Thus, the main aspects of self-esteem are acceptance, appreciation, and support by others (Purnomo, Kasali, Soetjipto, & Balqiah, 2018).

The researcher from Bina Nusantara University states that the conclusion about improving the quality of study by environment (1) seeking a more adequate physical environment, such as (a) spatial working, (b) air quality, (c) lighting, (d) information technology systems, (e) equipment, and (f) building (Benawa, Gea, & Willyarto, 2015). This result supports this study about the visual content in both ads studied.

Another study funded by the Carnegie Corporation discusses about young people and the internet shows how young people have a habit of finding information over the internet. Research on Young People and News states that nevertheless, internet is a significant news medium as well. About a fifth of our respondents-older adults, young adults, and teenagers alike-claimed to get news from the Internet on a daily basis. However, age differences emerge when the depth of this exposure is examined. Among older respondents who get news from the Internet, 55 percent claimed to do so because they "seek" it. About 75 percent of the respondents claimed to have encountered the typical soft news story, while only 45 percent claimed to be aware of the typical hard news story. From those who claimed the exposure, 68 percent is the factual element in which in the case of a soft news story, while 45 percent for the hard news story. For the soft news stories, the ratio was five-to-four-83 percent of older adults and 68 percent of young adults claimed the awareness. For hard news stories, the ratio was five-to-three-54 percent of older adults claimed the awareness while only 33 percent of young adults did so. Thus, even when young adults and teens consuming the news, which occur at a measurably lower rate of the older adults, they are attracted disproportionately to stories that have little or no public affairs content, said differently, young adults' (Patterson, 2007).

YouTube which is accessed through the internet has advantages over TV as written by Carlos Scarpero. YouTube has amazing demographic targeting available. You can target the user's age, sex, income, and viewing habits. You can even target people who have been to your website, viewed your videos or are on your email list. The possibilities are endless! (Scarpero, 2016). Furthermore, with regard to research on TVC, there is a concept of audience awareness that discusses how a process occurs in understanding the audience by checking how many viewers know about the advertisement that is aired (Livingstone, 2008). What level and type of knowledge will determine whether the ads is using a formal or casual manner? Similarly, how is the viewer feeling about the ads being served? What new information can be given to them? Can ads motivate them and

make them act against the appeal accordingly? In this study, TV commercials are considered to have powers called audience awareness.

One of the ads studied, it is assumed that it has been able to encourage emotional closeness to a person as mentioned by Sternberg's Intimacy Theory. This theory deals with the emotional component of love to the others, such as warm feelings, sharing, and emotional closeness. It is an element of affection that encourages individuals to feel emotional closeness with those around them. (Papalia, Olds, & Feldman, 2007)

## **MATERIALS AND METHODS**

The research method chosen in this study is post positivistic, especially with interpretative method through the construction of social reality on social media that we called YouTube. The study was conducted over a period of 6 months involving two students as research assistants who interviewed a number of their friends and found the initial results that the two most watched advertisements hits by the observed community are Go-Jek TV ads with "Unlimited Live" version and Mentos TV ads with Mentor version. Informants have defined criteria of the people who access to internet at least 3 hours every day, have attention to TV ads, at least once a week by watching TV ads on YouTube. The result of these interviews is constructed into information flows which is touching the youth hearts because of the content of the advertisements studied.

## **RESULTS AND DISCUSSIONS**

### **TV Ads are switching to YouTube**

Indonesia became one of the largest YouTube access countries in Asia Pacific (Nistanto, 2015). No doubt if Go-Jek and Mentos show their TV ads through YouTube as media of product promotion and ideology. This research focuses on the differences of audience awareness of Bina Nusantara University students in recognizing the TV ads. Informants are more aware of Go-Jek and Mentos on YouTube than from TV ads. Here are the various answers from the informants interviewed why they would rather see through YouTube than TV commercials.

<b>No</b>	<b>Why do Youth Prefer YouTube rather than TV?</b>
<b>1</b>	All sorts of information is on YouTube
<b>2</b>	YouTube provides various information ranging from children to adults who do not have time to watch TV
<b>3</b>	More accessible
<b>4</b>	Can be watched over and over again
<b>5</b>	More simple
<b>6</b>	Accidentally open YouTube than to watch TV
<b>7</b>	The ads are fewer and more practical
<b>8</b>	Modern
<b>9</b>	The information presentation
<b>10</b>	YouTube can be watched anywhere and anytime
<b>11</b>	Easy to get information
<b>12</b>	Easy and simple access

Source: data collected by researchers, 2017

A paper about YouTube confirms the answers from the informants above. YouTube can one of the clear advantages of YouTube is you can do extensive targeting. Some of the targeting options are: Geographic. With YouTube, you can target down to the zip code. Unlike TV, you are no longer required to target an entire county. For a business, like a restaurant that primarily serves customers using their budgets. Demographic. When you add in keywords and specific placement targeting, you will be able to hone into your ideal customer and have a very effective marketing! Stacking. One of the annoyances with TV advertising is stacking. They do not show one commercial. They show multiple commercials over a period of 5 minutes. This gives the viewer a lot of time to get. Immediate track able to act. Another great advantage of YouTube advertising is the ability to take immediate action. With TV, the user might remember the phone number or website or might not. With YouTube, the link is immediately available for the customer to contact the business. This creates a much more achievable ROI. One of the great advantages of YouTube is there's no restriction on video length. With TV, you are stuck with either a 30 or 60 second commercial, which does not give enough information about the business. With YouTube, none of these problems exist. A 5 to 10 minute video can be something as simple as the business owner giving some quick tips via a webcam. As long as the tips are useful, it can go a long way toward helping the business to get more customers (Scarpero, 2016). With this advantage, a smart way to market on YouTube is to create some informative videos about the topic. A research conducted by Patterson (2007) obtains a result that nevertheless, the internet is a significant news medium, as well as the one is different. About a fifth of our respondents-older adults, young adults, and teenagers alike-claimed to get news from the internet on a daily basis. However, age differences emerge, when the depth of this exposure is examined. (Patterson, 2007).

The concept of audience awareness checks how many viewers know about Go-Jek and Mentos ads. Informants know it through YouTube. The level and type of target consumer knowledge has served these ads in a casual style. Through Go-Jek ads, people are motivated to move and focus on what is done; The Mentos ads bring the intimacy wish to the loved ones. The informants knew the service of Go-Jek ads which made life easier, while Mentos ads making people hard to resist because of the intimacy. Both of the ads studied have motivated the youth. They make them act according to the advertising messages which are unlimited life and admitting that there is no one able to resist the warmth of friendship.

### **Learning from TV Ads via YouTube for Youth**

According to the EPIC dimension test on the previous Mentos ads (Raisa version); Go-Jek and Mentos ads seemed to penetrate the empathy dimension regarding emotions or the feelings and thoughts of viewers who watch the advertisement when the informants of the ads was traced. The persuasive dimension of beliefs, attitudes and desires emerges when they watched ads; as well as dimensions of impact related to product knowledge and consumer engagement in the advertising of the communication dimension related to the ability to remember and understand the message. They are the power of messages after watching the ads via YouTube. This

opinion was collected from informants who were specifically treated in this study to be a source of data within 6 months of data collection. The first TVC is Go-Jek ads. The selected ads is "Unlimited Life" version with Indonesian football star, Irfan Bachdim which airs for 60 seconds in 2017.

Anxiety is answered in this ads, in the visual, ads inserted by a father and son. The messages are described by Irfan Bachdim in various routine exercises for his strength and physical skills with a strong atmosphere of nature in Bali. There are speeches and posts that are visible on the screen ads. The message contained in the ads for the youth is to be "Always there when needed" This statement brings peace because it illustrates how a youth feels valuable when he/she is helping others.

Furthermore, as youth, they have to "try the new things in living an unknown life. But as youth, they are required to dare to try new things. Then, another message in this ads is "focus on what's being done". According to myth, the youths usually have too much desire, therefore they do not to achieve the maximum of what he strives. In addition to focus, the youth also have to try "trying the best" in whatever they do because of the pride in themselves and the people around them like parents and friends. In life, of course, there are concerns, Go-Jek's ads make sure young people are "not worried about obstacles". Go-Jek ads also invite young people to "keep moving" in accordance with the capacity and energy that exist in young people so that the appeal of Go-Jek ads becomes the theme and the closing message with "Unlimited Life" statements.

Second TV ads studied is Mentos TVC with Mentor version. Mentos TVC shared information which is not just enjoying a candy, but it also inspires how Mentos product can get people to communicate. The child who guides adults to talk with young female is very interesting and funny. The Mentos ads with "Mentors" version displays the figure of a little girl with her innate ability to tell and motivate a grown man in a simple way. In this ads, the child is able to change the behavior of having difficulty in communicating with the across gender, but finally able to communicate each other and become familiar. This story is interesting, considering many youth have difficulty approaching people across gender with various background reasons. This ads appearing the figure of a grown man with dark skin (usually as the second class in western countries) who finally able to approach the white woman with an "instruction" of a little girl named Evelyn through distance communication technology. A grown man named Christ who has the courage to approach white girl; then the man could speak smoothly because of "guidance" words from Evelyn. The word ending this ads is "Who can refuge the Mentos" that Christ says to the girl he just approached. This is aligned with the theory of intimacy by generating emotional components of love in others, such as feelings of warmth, desire for sharing, and emotional closeness from Sternberg (Papalia et al., 2007)

Compare to other Mentos ads like "Mentos Cool Gel" or "Raisa" version featuring teenagers as well as adults. The Mentos ads with Mentor version shows the figure of a child – a young girl who becomes the main star. Children are identic with candy, but they are able to become a motivator for an adult man. The scene in this ads played by several players of adults and also child. Taking the background and everyday mood of life, this ads is

very attached to the heart and are deeply entrenched with the minds of the people. It is great using a concept of everyday life that is seen or even experienced in daily lives of urban people in general.

The ideology in this ads is a lesson that basically face-to-face communication is very important between one person to another. From this ads, the audience is reminded to always communicate appropriately so it is an attraction for those who are spoken to and therefore they are able to build a good relationship with people around them. The message is suitable for both these ads considering the results of previous research (Patterson, 2007) which mentioned that 68 percent of the factual element is soft news story while only 45 percent is a hard news story. In this case, TV ads is considered as a soft news story.

### **Cross Cultural Communication in TV Ads**

The two TV ads studied imply a cross-cultural communication which is youth with adults on advertising mock. TVC description contains messages which are normally spoken by adults spoken by Irfan Bahcdim who represents young people because of their age and his profession as a soccer player. In the initial advertising frame, there is a father who reminds his son who is at Irfan Bachdim's age to be like Irfan Bachdi. Meanwhile, on the Mentos ad, a child can actually be a guidance of message to an adult man in order to manage a communication with a young woman whom he just knew in a cafe. The potential of advertising on YouTube is a cross cultural communication medium mentioned by Baumgartner et al. The Internet has provided adolescents with a means of communicating with not only friends and family members, but also unknown people offline. This means that adolescents are being afforded for the occasion of strangers, unwanted sexual solicitation, and the arrangement of face-to-face meeting with stranger offline.

There is a cross-cultural communication, successful and harmonious cross-generating communication that is semiotics depicted in both ads. A joyful and vibrant face is a sign that life is lived with the youth's strong energy. This is different from the results of a research conducted with different treatments. A research conducted by Dane et al. (2012) mention the risk of bad behavior as young people search for information over the internet. The purpose of this literature review is to explore the factors that can potentially contribute to adolescents 'risk aversion to intervention and prevention of adolescents' online risk-taking behaviors. Thus, it requires parental intervention on internet access to reduce the risk of young people for their mental health.

The sign marker on Go-Jek TVC according to research of Harkins et al. (2016) is happiness and enjoyment of taking part in the program, increased pride, confidence and self-esteem.



Father talks to his son



Confident and has self esteem

Figure 1. Go-Jek Ads at “Unlimited Life” version

Source: (HD, 2017)

Mentos Ads is interpretive, following the results of the study by Papalia et al. (2007) which discusses the security, belonging and relationships fostered through participation.



Loneliness that turns into joy



Figure 2. Mentos Ads with “Mentors” version

Source: (Mentos Indonesia, 2016)

## CONCLUSIONS

The TV ads studied are Go-Jek ads with “Unlimited Life” version and Mentos ads with Mentor version have penetrated into the hearts of the young people who become the informants with the YouTube media as a source of information. The informants agree that both ads give them inspiration how to respond the life, which is life without boundaries with the characteristics of not complaining and keep moving. Learning from anyone including from a child, being humble and appreciating suggestion from others. Both of these ads have succeeded in penetrating the young people who are examined through the senses of sight and hearing. The two ads describe the success of cross-cultural communication with different dimensions of generation.

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