# CHAPTER I
INTRODUCTION

1.1 Research Background

Along with the progress of the times, information technology is growing to make it easier for humans to do activities and find various information through social media. The use of social media has brought society to a new level of communication. The evolution of communication from the conventional to a more modernized way has successfully paved its way giving simplified information access to broader society. Social Media has become one of the most used internet media until now and a communication medium used for companies to reach their target market (Soelistyowati, 2018)

There are no other media that could allow their users to communicate with thousands of people at the same time shortly and simply. Because of that, social media emerges as a solution for companies to communicate and interact with audiences and promote products and services (Paramita Purnama et al., 2019). The use and choice of social media are parts of companies' marketing communication. Management utilized most of its users, starting from service introduction, prices, and how the offered products could solve customers' problems to the public (Jacqueline & Kusniadji, 2019).

In the business world, a marketing strategy with marketing communications is needed by a company. The goal is that the product or service to be offered can compete with other competitors. Marketing communication can be used to visualize a brand and build a brand image in the audience's mind (Soelistyowati, 2018). This is in line with (Kotler & Keller, 2016) that marketing communication contributes to creating the brand image by creating brand thoughts for their audiences. It would be tough to rely solely on promoting by word-of-mouth marketing only, and companies need to develop innovations integrated to social media to reach broader target markets.

In marketing their products, companies will usually choose social media that is widely accessed by the public. This is done to reach a broader target market relatively quickly. Based on the results of a digital survey conducted by We Are Social, as of December 2020 there were 170 million Indonesians, or 61.8% of the total population, were active social media users. This number has increased by more than 10 million people (6.3%) compared to the initial data in January 2020. Some of the social media that Indonesia people most often use include the following:
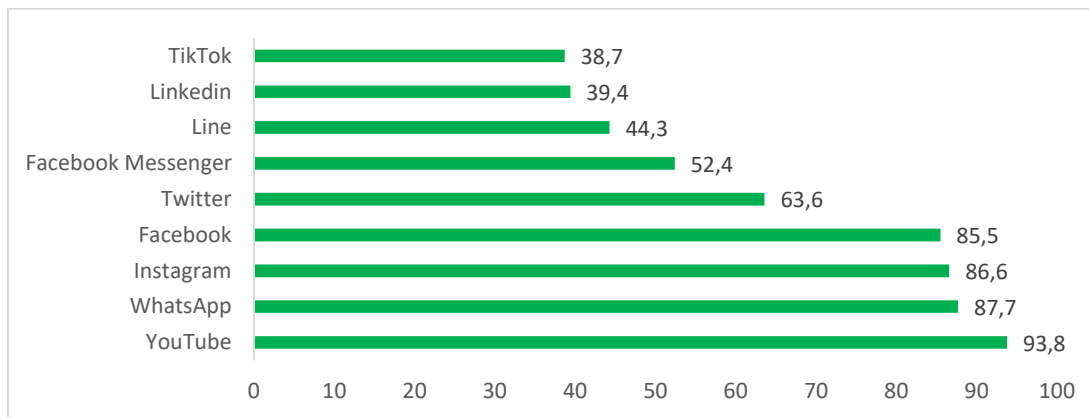
Figure 1. 1 Most-Used Social Media Platforms

Based on Figure 1.1, it can be seen that YouTube is the most frequently used social media by the public because Indonesians prefer video-based content as entertainment. Further data revealed by (We Are Social, 2021) states that internet users in Indonesia aged 16-64 like online video-based content on YouTube. The time public uses to access YouTube is 25.9 hours/month. This duration is longer when compared to Facebook and Instagram (17 hours/month), TikTok (13.8 hours/month), and Twitter (8.1 hours/month).

YouTube is also included in the list of the most visited websites, with a total of 900 million visits. This number beats other social media such as Facebook, which has 663 million visits, Instagram, with 192 million visits and Twitter, with 140 million visits. In addition, YouTube has a very large potential consumer, so the company can reach its target market through this social media. This is based on data on the potential consumer that can be reached by advertising on YouTube, which has as many as 107 million users, with the majority of users aged 18 years and over (We Are Social, 2021). Based on these data, the authors chose to use YouTube for research compared to other social media.

Advertisements displayed on YouTube are a modern form of marketing that emphasizes personal relationships with consumers. This is based on the fact that technically, the types of advertisements delivered to consumers have been designed with big data that contains consumer activities when searching for information about products or services from the browser. So that the ads that appear will be relevant to the profile of each consumer, the presence of appropriate advertising will provide benefits for consumers who are in need of a product or service. In addition, the company will also benefit because the product or service

offering is more targeted. Then the marketing communication carried out will run more effectively and efficiently because it is aimed at the right consumer group (Agustina, 2022).

According to (Hawkins & Mothersbaugh, 2010, p. 392), attitudes has three components, namely: cognitive (beliefs), affective (feelings), and behavioral (response tendencies). The cognitive component consists of consumer confidence in an object. The affective component is a feeling or emotional reaction to an object. The behavioral component is a tendency to respond with certain behavior to an object or activity. According to (Pulungan, 2021), one of the people's behavior that has changed in recent years is to start looking for pets for reasons to reduce stress that arises during the pandemic. Data presented by (Sadya, 2022) states that the most preferred pets by the Indonesian people are cats. This phenomenon has made the search for information about pets, cats and dogs increased over the last few years, both through websites and through social media YouTube.
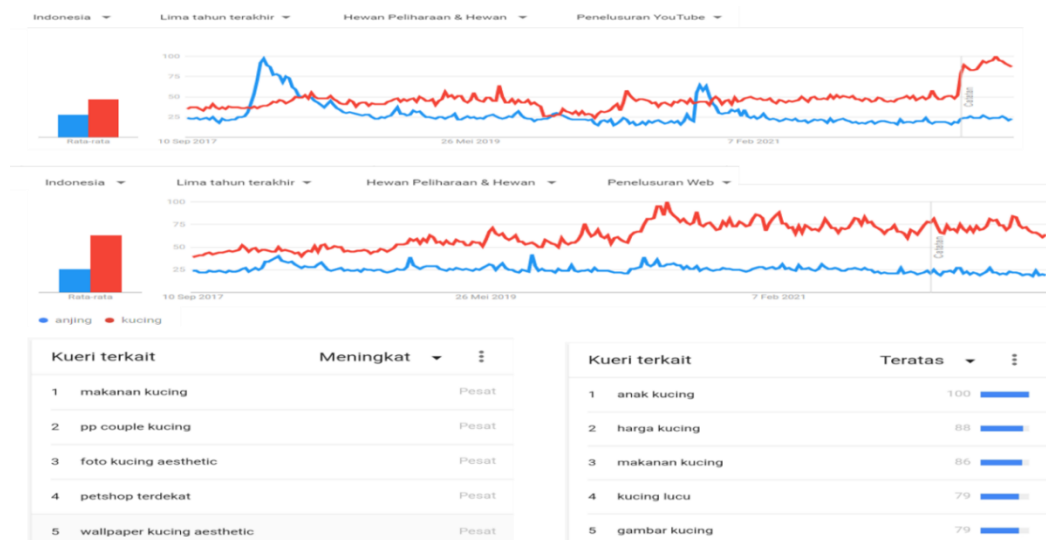
Source: https:///www.googletrend.com 27 May 2022 8:23 PM

Figure 1. 2 Cat and Dog Comparison in Google Trend

Based on Figure 1.2, it is known that searched data of pets, is the information for cats. Meanwhile, information related to the keyword "cat" and also experiencing a rapid increase is the keyword "cat food," so this keyword is included in the top information sought by the public. The search for information about "cats" and "cat food" is generally used as a reference by companies to advertise their products to the right consumer segment. This is also based on the phenomenon of raising cats so that the need for food will also increase.

In more detail, data on cat feed needs in Indonesia was disclosed by the President Director of PT Central Proteina Prima Tbk, Hendri Laiman, in an interview session with CNBC Indonesia. PT Central Proteina Prima Tbk. is a company engaged in the production of animal

feed, mainly for fish and shrimp. However, people's purchasing power fell for these two products. Hendri Laiman said that to overcome this, the company began to divert capital for the production of cat food. This condition is based on the increasing public need for cat food, especially over the last two years, which has doubled. Currently, the company is spending up to 250 billion dollars for the construction of a cat feed factory with a total capacity of 20 thousand tons. This is done because it is predicted that public demand for cat food will increase by 30%-40% over the next few years (CNBC Indonesia, 2021).

The cat food products market has increased over the last five years. Moreover, cat food was included in a list of products that sold well in the market for the last 5 years, especially during the COVID-19 pandemic era. This is caused by a lot of people feeling lonely and deciding to adopt cats during quarantine. Besides that, cat owners usually are loyal in terms of buying cat food products considering they do think that cats are their own family members. Because of that, they always wanted to give the best cat food consistently for the sake of their pet's health (Aristanti, 2022).

The high demand of the public for cat food makes a variety of brands appear on the market. This condition makes business competition more and more stringent, and the company is increasingly competing to advertise its brand through YouTube. Here are data from some cat food brands that advertised their products over the past two years on YouTube.

Table 1.1 Comparing Viewers on YouTube

Brand	Total Viewer on Popular Ad	Subscriber
Shebaa	1.921.389	2,94 thousand
Whiskas	708.961	44,6 thousand
Fancy Feast	218.343	11 thousand
Me-O	97.568	635
Royal Canin	332	1,28 thousand

Sources: Youtube (2023)

In Table 1.3, there are five cat food brands that advertise their products. Over the past two years, there has been one advertisement from each brand that has been viewed by many people, so the number of viewers has increased. Of the five brands, Sheba ads are the most viewed YouTube users. This ad video is one minute long and tells how cat food is made with

processed premium raw materials such as tuna and chicken so that it is very suitable for consumption by pet cats. This ad has been viewed 1.9 million times.

Source: (Sheba South East Asia, 2021)

Figure 1. 3 Sheba Ad Visual on YouTube

The Sheba YouTube channel was first created in 2019, and the total audience reached 10,557,804 people. Over the past two years, all advertisements for Sheba Cat Food products have been viewed more than 9 million times, while the number of subscribers to the Sheba YouTube channel is only 2.9 thousand. This shows that over the past year, the advertisement has reached a wide audience, not only limited to Sheba channel subscribers.

When compared to competitors' advertisements, the development of Sheba's ad audience is much higher. In addition, Sheba products are also more aggressively promoted through YouTube ads. This is known from the number of advertisements during the last year, which reached more than 20 videos with various durations ranging from seven seconds to 1 minute. Meanwhile, other brands namely Me-o and Royal Canin have 7 advertisements, Fancy Feast has 14 advertisements and Whiskas has 16 advertisements.

In addition, in advertisements displayed on YouTube, Sheba Cat Food uses marketing techniques with storytelling, where storytelling marketing tends to use softselling techniques that offer products smoothly, unlike other cat food product brands which tend to use hardselling techniques that directly offer products. by describing product specifications and prices. During the advertisement, Sheba did not appear to have an explicit product offer. The product only appears briefly in between or at the end of the advertisement, and even then without a detailed

description of the product, both the product composition, the benefits offered or the product's advantages.

Advertising is one of the means used to promote products in order to attract the attention of potential consumers so that they are willing to buy. The purpose of advertising is to inform, invite and remind the consumer so that the purpose would create a response ripple from them. In one ad exposure, there will be various elements in it. So that it can make the advertisement have a deep meaning and attract the attention of the consumer who witnessed it. According to Rossiter & Percy (Goenawan, 2018) the elements in the advertisement include : a.) Heard word and sound effects, consisting of words that are heard in a n article that makes consumers understand the message in the advertisement, b) Music : Illustration of the music used when the ad is shown. Music as an advertising element which can be divided into two types, namely jingles and music as background. c) Seen word: words that are seen in advertisements to clarify the impressions. The words used must support the benefits of the product that are communicated in advertising, d) Picture: includes the images used in advertisements related to advertised object, e) Color: the composition of color mix and lighting arrangements with the advertised object, f) Movements: the movement seen during ad Impressions that can affect one's emotions to drown in it.

To win the increasingly fierce competition in the cat feed market. Companies are increasingly introducing their products through advertisements in various media, one of which is through YouTube. Advertisements on YouTube include online advertising which can only be accessed when surfing or exploring the digital world. Online advertising is explained by (Lestari & Saifuddin, 2020) as an advertisement made online, either through websites or social media that has the opportunity to attract audiences. In this way, it will be easier for companies to promote their products or services. Online advertising will be considered more attractive because business people will focus on adjusting audience interests. Apart from that. Online advertising can also be presented simultaneously in various variations such as video, sound, clips, text or a combination of all of them, so that it will be more interesting. The internet has become a very powerful online advertising medium for two main reasons: first, almost every individual has continuous internet access. Second, the internet has daily audience that is much lager on average that the traditional media audience before it. So that the possibility of reaching the specified target audience will be achieved, the transfer of information regarding the promotion of products or services will run effectively and will result in increased sales figures (Santi, 2020).

When watching a video on YouTube, it will usually appear in the form of banners, videos, images, overlay ads, and so on. The ads that appear most often on YouTube are pop-up ads in the form of videos or bumpers. When you click on a video to watch, the ad will appear and play itself (auto play). These pop-up ads can be skipped, and some must be watched to the end, with durations varying from five seconds to one minute. It all depends on the type of ad served by YouTube.

The variety of cat food product advertisements that appear on Youtube has generated a lot of responses from Youtube users. Users who don't mind the presence of these ads will act normal or even feel interested and continue to watch the ad. This may be what makes cat food manufacturers interested in advertising on YouTube. They think that advertising on YouTube allows their products to be more quickly recognized by the public and interested in buying them because the advertising system implemented by YouTube has adjusted user profiles formed from search history on various websites (Agustina, 2022).

Consumer's attitudes towards advertising can affect their attitudes towards the advertised product or brand. Advertisements that are liked by the consumer will create a positive brand image and a desire to buy more than the ads they do not like (Ammarie & Nurfebiaraning, 2018).

There is a few early research about similar topics with this research, namely (Nurmardiyanto & Putri, 2021) titled The Effect of YouTube Gopay Ad "*Pevita ditembak, Jota bertindak*" towards Audience Response. This research involves 400 respondents, in which are Gopay users and exposed themselves to the Ad. The research shows that the Gopay ad affected the audience response. Then there is (Dzakiyyah & Putri, 2020) research titled The Effect of Web Ad Series "Eiger : *Jejak Rasa*" towards audience response. This research involved 400 respondents who are subscribers of the Eiger Adventure YouTube account. The research shows that web series and "Eiger : *Jejak Rasa " affected* audience response. The research (Septiani & Putri, 2020) titled the Effect of Web series and JBL "*Yakin Nikah*" towards audience response involved 400 respondents. The research result shows that the web series JBL and "*Yakin Nikah*" have affected the audience.

The research of (Rayhan, 2018) titled "Effect of the Danger of Smoking Community Service Television Ad towards Mercu Buana University Jakarta Smoker College Students". This research was conducted to find out how much influence the exposure to public service advertisements has on the effects of media on the audience. This study uses a quantitative approach with the type of explanatory research, which in this study is concerned with collecting and compiling data to examine the relationship that occurs between these variables. The

research method used is a survey method by distributing questionnaires to several samples from a predetermined population. The results of this study discuss the effect of exposure to advertising or the effects of public service advertising media regarding the dangers of smoking on student smokers, through a variable test which is explained by the Cognitive, Affective and Behavioral dimensions. Then it was concluded that public service advertisements regarding the dangers of smoking were less effective or there was no significant change in the audience of the advertisement, namely students who smoked at Mercu Buana Jakarta.

Besides that, there is Research (Safalindo, 2019) titled "The Effect of Community Service ad Society versus Hoax News Trans TV Towards Payakumbuh Teen Changes in Behavior in Clarifying a News". This research is conducted with quantitative methods and involves 99 respondents. The result of the research shows that the community service ad affects society behavior where 14% affects cognitive dimension, 31,4% and affects affective dimension and 30% affects behavioral dimension.

The theory is supported by the assumption that media consumers are explaining what is said to be an "active audience". As generally understood by gratification researchers, the term "audience activity" refers to a voluntary and selective orientation by audiences to the communication process. This suggests that media users are motivated by needs and goals defined by the audience itself, and that active participation in the communication process may facilitate, limit, or influence satisfaction and leverage by exposure. Recent thinking has also expressed it as a variable construct, with audiences exhibiting different types and levels of activity (West & Turner, 2008). As marketers are migrating to the world of social media, however, competition for consumer's attention is getting more intense. This phenomenon pushes advertisers to come up with new and different approaches in order to stand out and get recognized by their consumers. Some decided to intensify their ads exposure (Sabuncuoğlu-Inanç et al., 2020), while others decided to involve exaggerated, misleading, or even online advertising contents (Ferreira et al., 2017). In fact, these efforts bring more harm than good to the business since they majorly contributed to the shaping of negative consumer's attitudes towards advertisement.

As for the what makes the difference between this research and the early research is that the researcher wants to focus on how this phenomenon of keeping pets in society, This is based on the behavior of the community over the last few years who have started keeping various pets for reasons of coping with stress due to the pandemic (Pulungan, 2021). The phenomenon of this type of animal food advertisement in new digital-based media makes researchers interested in analyzing the effect of Sheba advertising on consumer's attitude. As

one of the purposes of advertising is to inform, persuade and remind which these goals will inevitably lead to a response from the consumer. Based on the phenomena and data that have been described in the background, the authors are interested in conducting further research with the title **"The Influence of Sheba Cat Food YouTube Advertisement on Audience's Attitude"**

1.2. Problem Identification

Based on the above background research, the identification of the problems in this research are as follows:

a. Is there any influence of Sheba cat food's YouTube advertisement on the audience's attitude?
b. How much influence does Sheba Cat Food's YouTube ad have on the audience's attitude?

1.4 Research Purpose

The purpose of the research are as follows:

a. To find out the influence of Sheba Cat Food YouTube advertisement on the audience attitude.
b. To find out how much influence the Sheba Cat Food YouTube ad has on the audience attitude.

1.5 Research Uses

The use of this research is divided into two, namely theoretical uses and practical uses.

a. Theoretical Uses

This research can be used as a reference and a source of knowledge in the field of advertising in the marketing sphere.

b. Practical Uses

This research is expected to be a learning material related to advertising science that has an impact on audience attitudes. In addition, this research is expected to provide input for related parties.

1.6 Research Time and Period

Table 1. 2 Research Time and Period

No	Step	2022		2023						
		Nov	Dec	Jan	Feb	March	April	May	June	July
1	Title Submission	▨								
2	Title Approved, start data collecting.	▨	▨							
3	Composing First, Second and Third Chapters			▨	▨	▨	▨			
4	Desk Evaluation submission						▨	▨		
5	Revision of the desk evaluation results							▨		
6	Questionnaire Distribution								▨	
7	Composing the fourth and last chapter								▨	▨

Source: compiled by the author (2023)

The study begins with the title submission in November 2022. Researchers collect data and journals on the same topic when the title is approved in November-December 2022. Then in January until April 2023 the process of composing first until the third chapter is carried out. After three chapters are completed, the researcher submits a desk evaluation to obtain the review results from the examiner in April-May 2023. Researchers make improvements according to the suggestions given by the examiner in May 2023. After that, the questionnaire that was created was distributed to 100 respondents selected respondents from 450 respondents in June 2023. If the data from these respondents have been collected, the researcher will start compiling the fourth and last chapters in July 2023.