Analysis of Disneyplus Hotstar Indonesia Youtube Advertising Version "Choose All, For All" During the Covid 19 Pandemic in July to December 2020

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Abstract

This study aims to test and analyze the youtube advertising of Disneyplus Hotstar Indonesia Version: "Choose what you want, for all "At the Pandemic Covid-19 in July to December 2020. The data were collected by distributing questionnaires with a total sample of 165 respondents and using a quantitative descriptive approach. The data analysis used was statistical analysis in the form of multiple linear regression tests. The results of this study indicate that partially and simultaneously the advertising variables affect the Pandemic Covid-19 in July to December 2020. This is evidenced by the results of the T test and the F test also shows the significant value of the two independent variables that support the hypothesis.

Keywords: Advertising, Youtube, Covid-19.

1. INTRODUCTION

People's lives are now dependent on digital technology because almost all activities and activities carried out use and depend on technology. Technology has changed the way people view the world, especially in accessing information. Indonesia is one of the countries that has a fairly high addiction to the internet. This is evidenced by the eighth rank obtained by Indonesia where the average community spends time using the internet for an average of 8 hours a day with an age range of 16 to 64 years (Ludwianto, 2020). Digital technology has changed the way companies communicate and interact with their customers. Advertising using online videos can provide opportunities for business owners to grow. One of the digital advertisements that people like to see today is called YouTube. YouTube is the second largest search engine after Google with more than 100 hours of video uploaded and shared (Shaw, 2019). During the COVID-19 pandemic, according to (beritasatu.com, 2021) YouTube was the most popular social media in Indonesia with 94% gains with users aged 16 to 64 years. Where this is inversely proportional to prime time owned by television because television has prime time at 7 pm. Youtube has quite a lot of prime time happening in a day, which is from 9 to 11 in the morning. Continued prime time on Youtube will start again at 4 pm until the evening at 11 pm where the second prime time is longer than prime time in the morning (Ariyanti, 2018).

Advertising through videos on YouTube is implemented by one of the streaming service providers operating in Indonesia, namely Disneyplus Hotstar. According to Google in (medcom.id, 2020) in 2020, the first place was the advertisement from Disneyplus Hotstar, the version of Choose All You Want, for All. This ad created by Disneyplus Hotstar explains that the movie streaming service on their service is available for all ages. This can be seen to be able to access all advertising audiences, both young and old. According to (bisnis.com, 2020) disneyplus hotstar in Indonesia dominates the market share of paid streaming services during 2020 with a total of two million five hundred thousand paying users, followed by Netflix which has eight hundred and fifty thousand paid subscribers. In addition to the competitive price factor offered by Disneyplus Hotstar, they also collaborate with one of the mobile phone providers in Indonesia to provide special services to users of the mobile phone provider.

According to Pratama and Anggraeni (2019) the influence of YouTube advertising (Shopee ads) on consumer behavior shows an analysis which states that the relationship is strong and according to (Yunita, Nazarudin, & Naily, 2019) states that youtube advertising has no effect on brand awareness, but instead provides influence on purchasing decisions. With the above background based on the development of digital service forms, especially paid digital streaming services in Indonesia along with the results of previous quantitative research which states that Youtube advertising affects consumer response and consumer purchasing decisions.

2. LITERATURE REVIEW

Oktaviani and Rustandi (2018) mention digital marketing is a marketing strategy using electronic media with the main assistance via the internet which will provide information about products or services offered by organizations or companies which include offerings using brands of goods and services through electronic media such as television, radio and cell phones. According to Chaffey in Purwana, Rahmi, and Shandy (2017) digital marketing is carrying out marketing activities using technology as a marketing tool that wants to adjust consumer needs through increasing consumer knowledge through internet technology. Digital marketing is a company strategy to fulfill consumer needs more efficiently and effectively through digital technology media used by companies or organizations in order to market products or services.

According to Law (2018), it is a way of advertising video content on YouTube or in search results so as to maximize user reach. So it can be concluded that YouTube advertising is a feature provided by YouTube as a medium for advertising using videos in order to promote their products or services in order to reach wider consumers. According to Susanta (2008) the existing stimulus is then given a reaction by someone is a response from someone. Stimulus given to marketers can be in the form of content or visualization or audio form that can be felt by the five senses of a person such as the five senses of sight, hearing, smell, touch and taste. When we give a stimulus to someone from a marketing agent, it will form a behavior given by consumers which in turn will affect consumer attitudes towards the product being marketed. The responses from these consumers can vary, such as giving a sense of empathy, high interest and finally making a purchase. The response that can be given by consumers can be in the form of a positive or negative response where of course the results of a positive response will have a good impact on the product and a negative response will have an adverse impact on the product being marketed (Dharmayanti, 2006).

Engel, Blackwell, and Miniard (1994) say that something that gives or does not benefit a person from a product being marketed is the result of a thorough study so that someone can provide certain actions from a product, service or a new form of innovation. (Pritama & Anggraeni, 2019). Based on the description of the explanation, it can be concluded that consumer response is a consumer reaction that is captured by the five senses such as sight, smell and touch which affects the purchase intention of an object from consumers. Previous research taken from research (Pratama & Anggraini, Effects of Youtube Advertising on Consumer Response, 2019) stated that YouTube advertising conducted by

Shopee had a positive and significant effect on consumer response. And research (Yunita, Nazarudin, & Naily, 2019) which states that YouTube advertising has no effect on brand awareness but has an influence on purchasing decisions.

Research Framework
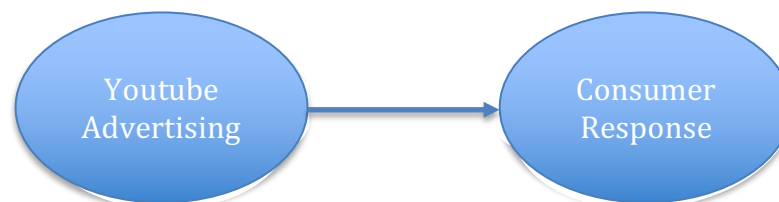
Figure 1. Framework

Hypothesis: There is an influence from YouTube ads conducted by Disney Hotstar with the theme "Choose all you want, for all" has a positive and simultaneous effect on consumer response from July to December 2021.

3. RESEARCH METHODOLOGY

This study aims to examine Disney hotstar users from July to December 2020 to see the phenomenon when Disney hotstars advertise on Youtube on the responses of potential consumers. The objects in this study are Disney Hotstar users or customers who started subscribing during the COVID-19 pandemic, namely from July to December 2020. This study uses a descriptive research approach and uses a quantitative method, which is to find a picture of an object under study by obtaining information found at the time the research was conducted. The author wants to test whether there is an influence from the use of the YouTube advertising strategy carried out by Disney Hotstar, when making advertisements with the theme choose whatever you want for all with consumer behavior that leads to consumer responses in the period from July 2020 to December 2020. The population in this study are all Disney Hotstar customers who started subscribing between July 2020 to December 2020. December 2020 and to determine the number of samples using the theory of Hair and the sampling technique carried out in this study was by using non-probability sampling with purposive sampling technique.

To test the reliability of measuring instruments in a study, researchers use testing using validity and reliability tests, then after the measuring instruments are declared valid and reliable, the next step is to see whether the processed data has a normal distribution or not by using testing classic assumption. After obtaining all normal data in accordance with the requirements needed in the classical assumption test, the authors tested the hypothesis by using multiple linear regression analysis. In the multiple linear regression test the researcher uses the t test to explain the youtube advertising variable to what extent it affects consumer response and the F test to test whether all the indicators in the youtube advertising variable can affect the consumer response variable together.

4. RESULT AND DISCUSSION

The results of this study are that there are 165 samples, all of which are users of Disney hotstar services who start subscribing in July 2020 to December 2020. The characteristics of respondents in this study are divided into 6, namely gender, age, place of residence, occupation and are Disney hotstar customers. Of the 165 respondents, 100 were male and 65 were female, with an age range of 90 people from 25-27 years, 40 people from 28-30 years old and 35 people from 31-34 years old. Most of the respondents, amounting to 115 people live in South Tangerang and the rest are in

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Tangerang City and Tangerang Regency, most of them are students, totaling 120 people and the rest are employees as many as 45 people.

The results of the validity test of distributing questionnaires to 165 respondents, have a value of n = 165 with a significance level of 0.05, which then obtained a value of rtable = 0.1528. If r arithmetic > r table then the statement can be said to be valid and from each statement shows the r arithmetic result is greater than r table (0.1528), it can be concluded that each indicator in this study is valid. The reliability test uses the Cronbach Alpha technique to test the reliability of the questionnaire with the instrument if the Cronbach Alpha coefficient value obtained > 0.60 is declared reliable and vice versa if the Cronbach Alpha coefficient value obtained < 0.60 is declared unreliable. From the calculation results, it can be seen that the value of each statement is greater than 0.60, so it can be concluded that the indicators in this study are reliable.

The results of the classical assumption test used in this study are using the normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test which show the results that the conditions that must be met before carrying out calculations on the multiple linear regression model have fulfilled all the requirements of the classical assumption test. of this research. The hypothesis test for the independent variable on the dependent variable can be explained as follows that the X1 dimension (Informativeness) has a positive and significant effect on Y, the X2 dimension (credibility) has a significant and positive effect on Y, the X3 dimension (entertainment) has a positive and significant effect on Y, and X4 (irritation) has a positive but not significant effect on Y. Based on the results of the f test, it can be seen that the calculated f value is 44,833 > f table (2.43) and the significance value is 0.000 <0.05. Therefore, it can be concluded that H0 is rejected and Ha is accepted. With the results given, it shows that the Disney Hotstar YouTube advertising variable has a simultaneous effect on consumer responses. It is known that the value of R Square is 0.528. This means that as much as 52.8% of YouTube advertising variables are able to influence consumer responses while the remaining 47.2% affect consumer responses but do not come from YouTube advertising.

5. CONCLUSION

Based on the results of this study, it can be seen that the YouTube video advertisement conducted by Disney Hotstar with the theme "Choose all you want, for all" has a positive and simultaneous effect on consumer response from Disney Hotstar during the Covid 19 Pandemic period from July 2020 to December 2020. From the results of this study, it can be seen that there is one indicator that has no effect, namely the indicator of content that is disturbing to consumers, so Disney Hotstar needs to pay more attention to the presentation of video ads on Youtube in order to install ad content features that can be skipped by viewers. Because there may be viewers who have seen the ad several times and feel bored and become no longer empathetic if there are no features that can make the audience skip the ad. In this study, it is also seen that the effect of Youtube ads on consumer response is only affected by approximately fifty percent, so for further research it is expected to use variables other than Youtube ads to see consumer responses from Disney Hotstar during the COVID-19 pandemic period July to December 2020.

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