Traffic online ads design through Advertising effectiveness "A case of online banner ads on the Tribun Bali website page"

Christian Wahyu Berlian

ABSTRACT

Advertising has a very important role in achieving a company's goals. Of course, the advertising made by the company must be effective so that the purpose of the advertisement is made to the public and right on target. There are many factors that affect the effectiveness of advertising such as the stimulus of advertising, advertising messages, and advertising media. The purpose of this study is to examine the effect of Advertising Stimulus, Advertising Messages, and Advertising Media on Advertising Effectiveness. The object of this research is the TribunBali website and the number of respondents in this study is 120 people. In data processing, data is processed using SPSS and the results of data processing show that Advertising Stimulus has a positive influence on Advertising Effectiveness, Advertising Messages have a positive effect on Advertising Effectiveness and Advertising Media has a negative effect on Advertising Effectiveness. Based on the results of the analysis, to be able to produce an advertisement that has high effectiveness, namely by paying attention to the advertising stimulus in the ad and paying attention to the advertising message that will be delivered in the advertisement. Meanwhile, the selection of advertising media for the research object is not effective.

Keywords: Advertising Stimulus, Advertising Messages, Advertising Media, Advertising Effectiveness

Affiliation

Master of Management
Universitas Bina Nusantara (BINUS)
Jl. K. H. Syahdan No 9 Kemanggisan/Palmerah Jakarta Barat 11480
Email: christian.berlian@binus.edu

INTRODUCTION

News media is a mass media that focuses on presenting the latest news information to the public. The media used to disseminate the latest news uses print media (newspapers, magazines) and broadcast media (radio stations, television stations, television networks). News presented by the media is very useful for the public as a tool in gaining insight and seeking information about current events. However, along with the era of globalization, the news media that was previously conventional is now shifting to electronic media using the internet. The reason why news media is shifting from conventional to online is due to changes in the behavior of today's people who use the internet to carry out their daily activities. This reason is a consideration for news media companies in shifting from conventional news distribution to online. This online news media is based on WWW (World Wide Web), so web-based news media do not only reach national areas but can also be reached in international areas. The more reach the news media, the more profitable the news media company is because the information presented can be accessed by many people. This web-based news media not only has the advantage of presenting the latest news information to the public but another advantage that this news media company gets is by providing space to advertise on its website to product and service companies.

Advertising is all costs that must be incurred by sponsors to make presentations and non-personal promotions in the form of ideas, goods, or services (Kotler & Amstrong, 2012). This advertising is part of the promotion mix which is part of the marketing mix. This advertising is always done by companies to achieve goals of a company.

Advertising is an important method by which suppliers communicate with their customers in both current and potential forms (Bendixen, 1993). The specific objectives of an advertising campaign can take many forms and some of them are making a preference for the product or service brand, creating the desired feeling and perception of the product or service brand, creating awareness of the product or service brand, informing customers about its beneficial features products or services, and persuade customers to buy branded products or services.

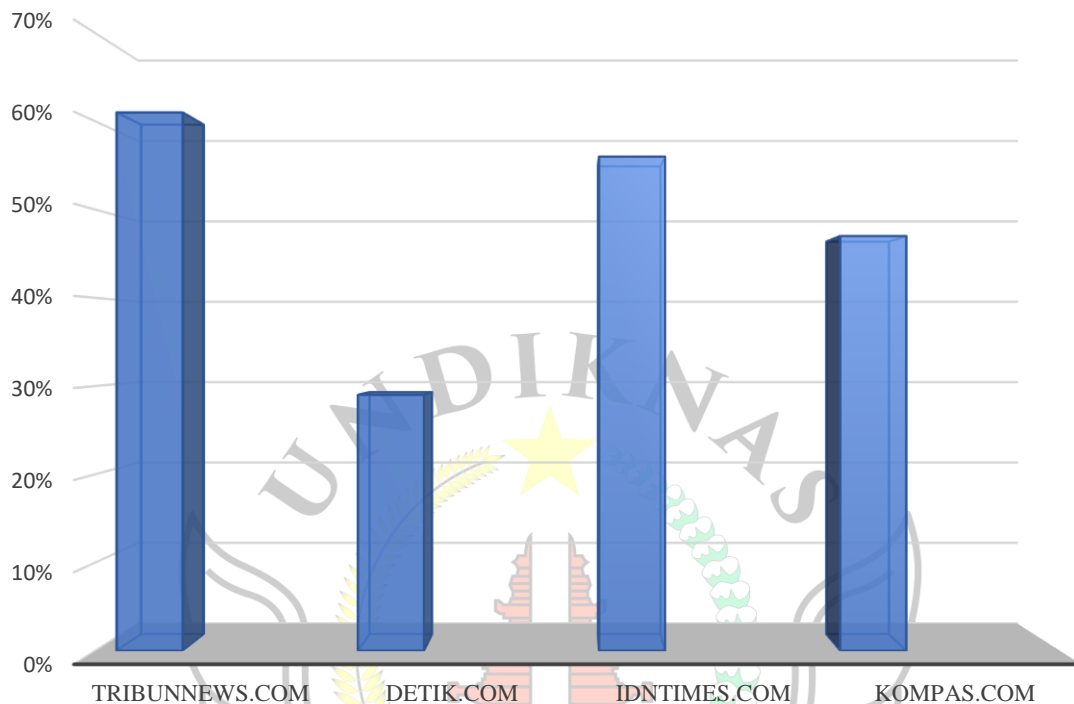Percentage of Traffic From Search (September, 2020)

FIGURE 1. Chart of percentage traffic from search in September 2020

According to Alexa.com (2020), the figure above shows tribunnews.com has a high percentage of traffic, which means that many Indonesians choose Tribunnews as a medium to find information. The Tribunnews.com news media is managed by PT Tribun Digital Online, the Regional Newspaper Division of Kompas Gramedia (Group of Regional Newspaper) which is headquartered in Jakarta. This news site provides national, regional, and international news, sports, economy, and business, as well as celebrity and lifestyle news.

With this large amount of traffic, it has become a reference for advertisers to place their ads on the website page, because of the large audience on the website. Of course, the tribunnews.com website provides space on its website for advertisement and most of the advertisements on the website page come from GoogleAds there are also companies that directly put their ads into an advertising space provided by the website owner. The profits derived from this website mostly come from advertising. The more traffic on a website, the more companies want to advertise. The website space provider will notify the company that wants to advertise how much traffic there is on the website so that the company is confident in placing its ad in the space that the website has provided.

The tribunnews.com website has a network from all regions of Indonesia such as the Jakarta Tribune, the Jogja Tribune, the Bali Tribune, and others. However, in this study, the researcher chose TribunBali as the object of this research. Tribun Bali itself was published for the first time to greet the Balinese people on Thursday, April 3, 2014. Tribun Bali is located at Jl. Prof. Dr. Ida Bagus Mantra No. 88A, Ketewel, Gianyar - Bali. TribunBali is used as an object of research because there are still few who research the advertisements on the TribunBali website. The following is an advertising image on the TribunBali website page:
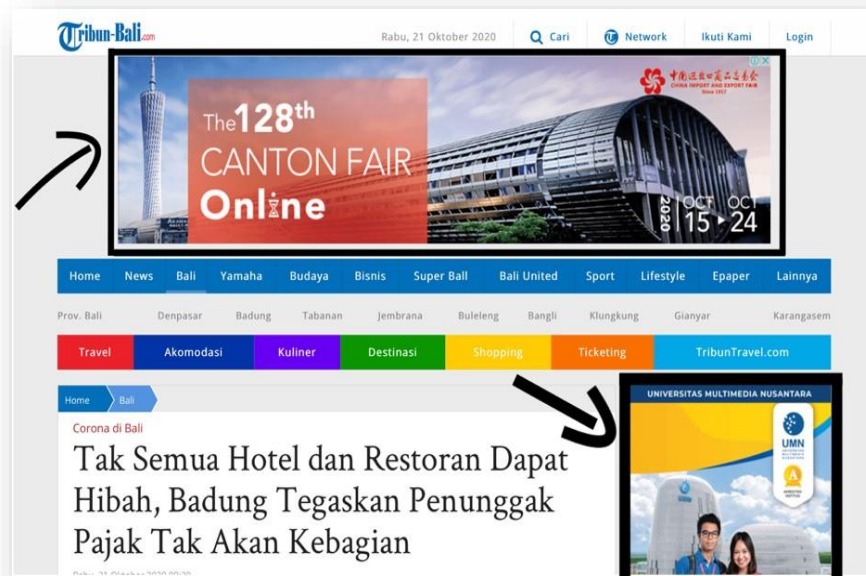
FIGURE 2. Image of the ads on TribunBali website page

The image shown above is an advertisement on the TribunBali website page. And the picture above shows that advertising on a website is still being used since it was first started in October 1994, mainly because of the fast-growing internet growth. The most common form of Website advertising is banner advertising. This banner advertising is still used today by companies. By clicking on an online banner, viewers can go directly to the advertiser's website to find more information about the advertised product or service. Banner ads have two main functions, the first is to generate click-throughs, namely, to make viewers visit the advertiser's website for a specific purpose, and the second is to increase brand awareness of the product or service advertised by the company. However, the reality is that the advertisements on this news media site do not attract viewers. Researchers have distributed questionnaires to viewers at bali.tribunnews.com and this questionnaire has been distributed to 44 people who have read articles on the TribunBali website and have paid attention to the advertisements on the TribunBali website while reading the articles. The following are the results of the questionnaire obtained by researchers in searching for data on the number of visitors who clicked on advertisements on the TribunBali website:
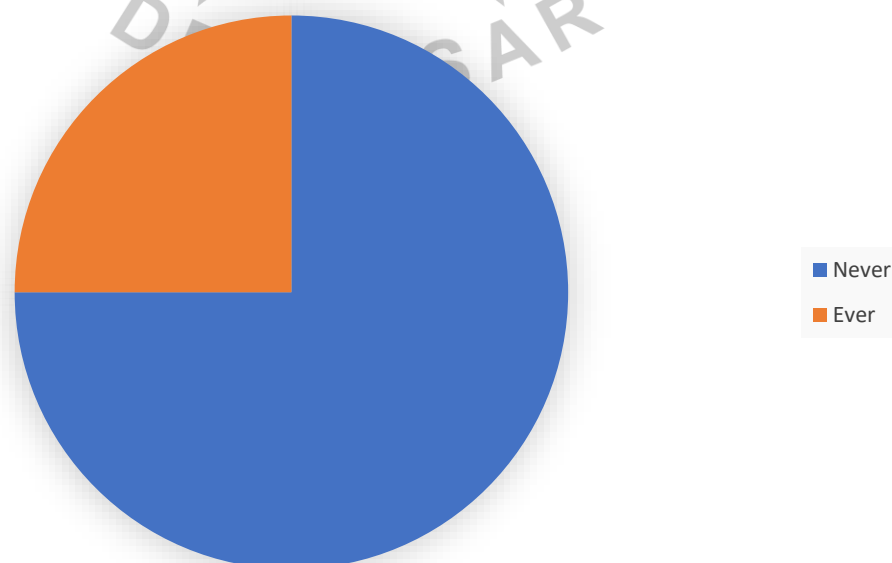

FIGURE 3. Number of viewers who have clicked on advertisements on the bali.tribunnews.com

Judging from the data obtained above, there are 11 people who have clicked on advertisements on the bali.tribunnews.com website and 33 people who have never clicked on an advertisement on the bali.tribunnews.com website. It turns out that more viewers do not click on the ads on the bali.tribunnews.com website page. Judging from the number of people who do not click on ads on the bali.tribunnews.com website, it becomes a problem for the advertiser because the advertisements made are not noticed by the public or the wider community. And that is the main problem that viewers experience with online banners in general, namely viewers do not click on the advertisements displayed and therefore may receive little or no information about the company or products and services, so there is doubt whether the advertisement presented has a significant influence on it. website viewer bali.tribunnews.com, how can you guarantee the level of site visits is correlated with the advertising benefits that the audience wants? So, we want to look for the influence of the advertising stimulus on the effectiveness of advertising. For this reason, the role of the site viewer will be measured by reference to the extent to which the advertisement contains messages that are in line with the products offered, as well as the suitability of the advertising media used in advertising the company's products or services. Regarding this problem, it encourages researchers to conduct this research with the aim of knowing the effect of advertising stimuli, advertising messages, and advertising media on the effectiveness of advertising.

LITERATURE REVIEWS

Advertising Effectiveness

The effectiveness of advertising, according to Lee (1999), can be measured in terms of caring attainment, delivery of ideas, influence of attitudes, creation of emotional responses, and the tendency of purchasing choices. In Durianto (2003), a comprehensive definition of advertising is all forms of activity to present and promote ideas, goods, or services nonpersonally which are paid for by certain sponsors. And in general, advertising is measured whether it is effective or not by how much it has achieved the goals of an advertisement that is made. Generally, advertisers will try to measure the communication effect of awareness, that is, the potential effect on awareness, knowledge, or preferences, as well as the effect on sales. Good advertising planning and control depend on the measure of the effectiveness of advertising. The effectiveness of advertising can be measured by Kotler (2000), namely, 1). The communication impact of an advertisement, namely its potential effect on awareness, knowledge, and preference, and 2) The impact on sales, this measurement is more difficult to measure than the impact of communication because sales are influenced by many factors other than advertising, such as product appearance, price, availability, and the actions of competitors.

Advertising Stimulus

According to the KBBI (Big Indonesian Dictionary), the stimulus is to stimulate the organism of the body parts or other receptors to become active. Meanwhile, according to Kotler & Armstrong (2012), advertising is all costs that must be incurred by sponsors to make nonpersonal presentations and promotions in the form of ideas, goods, or services. Orquin and Loose (2013) & Posner (1980) argue that this advertising stimulus is a component that is in an advertisement that readers will see and feel. Human five senses are sensory tools that will stimulate the stimulus in advertisements. Advertisers will visualize their ads to reach the audience. A strong relationship has been found between visual attention and eye movement, so eye trackers can efficiently capture and record the audience's real-time reaction to stimuli as proposed by Murphy & Duchowski (2002).

There are images and text in the banner ad that aim to attract the attention of the audience. Lohtia et al., (2003) also found that the level of color, animation, and use of emotional appeal all had a significant effect on the clickthroughs of banner ads. Images convey information efficiently (Zimbardo, 1992), while the text has an important role in attracting consumer attention. Several studies have found that images tend to generate superior attention and are better remembered than text (Childers and Houston, 1984; Lewis et al., 2013), while other studies show consumers allocate more attention to text (Rayner et al., 2001).

Advertising Messages

The effectiveness of advertising according to Kotler & Keller (2009) depends on the structure and content of the message. Generally, a message should get attention, attract interest, generate desire, and cause action or the AIDA model. An advertisement does not need to forcefully provide many messages or information about a product. Enough one or more elements of the ad are designed to have a deep impact so that it can make the audience identify other information displayed in the advertising message.

In (Sobur, 2013), "signs caused by humans can be divided into two types, namely those that are verbal and nonverbal. Verbal messages are messages conveyed in the form of language". Language is one of the main communication tools that are difficult to separate from human life because basically, humans need tools to communicate with each other in social life. Apart from verbal messages, there are other messages, namely nonverbal messages. Nonverbal messages are all messages conveyed other than using language. According to (Mulyana, 2010) "Nonverbal communication includes all stimuli (except verbal stimuli) in a communication

setting, which is generated by the individual and the use of the environment by the individual which has potential value to the sender or receiver. In other words, apart from using language in conveying messages, individuals also send other messages intentionally or unintentionally through nonverbal messages that are also conveyed. In communicating, humans do not only convey messages or information in the form of words or language. The message in the verbal form that is conveyed is usually accompanied by a nonverbal message. Nonverbal messages that are usually conveyed in accompanying language used in daily communication, for example, are body language, intonation, touch, physical appearance, and so on. Nonverbal messages can take the form of limb movements (e.g., winking, waving, etc.), sounds or sounds (e.g., whistling), and other human-made signs. The term nonverbal is usually used to describe all communication events outside the spoken and written words. At the same time, it must be realized that many of these nonverbal events and behaviors are interpreted by means of verbal symbols. In this sense, nonverbal events, and behavior are not truly nonverbal (Knapp in Mulyana, 2000).

Advertising Media

According to Sutisna (2003), choosing the right media will determine whether the message to be conveyed to the target group will arrive or not. Meanwhile, the opinion of Shimp (2004) states that although effective messages are important for successful advertising, these messages are meaningless if the advertising media used are unable to reach the intended target audience. So, in determining the media in advertising it is very important in making an advertisement.

In general, the available media can be grouped into four groups (Jefkins, 1991). The groups are:

1. Print media, namely static media prioritizes messages with a number of words, pictures, and photos, both in color and in black and white. The forms of advertisements in print media are usually classified ads, display advertisements, supplements, advertisements, and public service advertisements. Examples of advertising media included in print media are newspapers, magazines, and tabloids.
2. Electronic media, namely media with electronic technology and can only be used if there are broadcast transmission services. Forms of advertising in electronic media are usually in the form of sponsorship, jingles, plays, participation advertisements (inserted in the middle of a film or event), as well as event/film announcements. Examples of advertising media included in electronic media are television and radio.
3. Outdoor media, namely advertising media (usually large) installed in open places such as on the side of the road, in the center of a crowd, or in other special places such as city buses, buildings, wall fences, and so on. The types of outdoor media include billboards, billboards, posters, banners, banners, and giant balloons. The three media above are included in the category of above-the-line advertising media.
4. Below-the-line media, namely minor media, is used to advertise products. Even though it is considered to be a minor medium, bottom-line advertising also plays an important role in an advertising campaign. This is because the lower-line media can in certain ways be more effective, depending on the form of advertisement and the campaign the advertiser is trying to carry out.

METHODS

Research Design

This study will test four hypotheses that show the influence of the independent variable on the dependent variable. The research hypothesis is as follows:

H1: Advertising stimulus has a positive effect on advertising effectiveness.

H2: The advertising messages have a positive effect on advertising effectiveness.

H3: Advertising media has a positive effect on the effectiveness of advertising.

H4: Advertising stimulus, advertising messages and advertising media have a positive effect on advertising effectiveness.
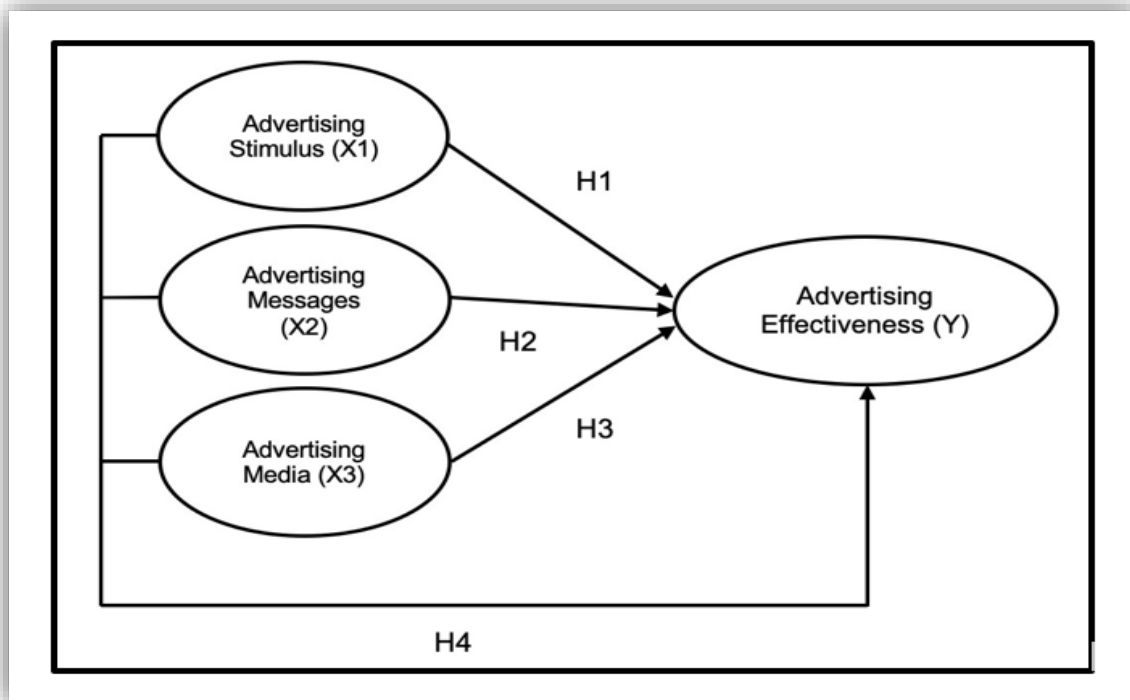
FIGURE 4. Research Framework

Setting and Participants
The participants in this study are people in Bali because this research was conducted in Bali and because the object of research at Tribun Bali. The sampling technique in this research is nonprobability sampling. The sampling technique used in this study is based on the nonprobability sampling method with purposive sampling technique, namely determining the target sample for certain considerations. The number of respondents in this study was 120 people. The consideration in selecting the sample is people who have read articles on the TribunBali website and pay attention to the advertisements on the TribunBali website.

Data Collection Methods and Analysis
The data used in this study is quantitative data. According to (Sugiyono, 2013) quantitative research methods can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative /statistical, with the aim of testing predetermined hypotheses. The sources used are primary and secondary data, Data Primary data is data obtained and processed directly from the research location, in this case from people in Bali, while Data Secondary data is data obtained indirectly from the object under study, such as articles and other publications. In this study, researchers used descriptive statistical data collection techniques, classical assumption tests and goodness of fit tests.

RESULTS AND DISCUSSION
Respondents by Gender

TABLE 1. Respondents based on Gender

No	Gender	Number	Percentage %
1	Male	71	59,2%
2	Female	49	40,8%
	Total	**120**	**100**

Based on Table 1 shows that the respondents in this study were dominated by men, where as many as 71 or 59.2% of men, and 49 or 40.8% of women.

Respondents by age

TABLE 2. Respondents based on Age

No	Age	Number	Percentage %
1	<20 Years	19	15,8%
2	20 - 30 Years	94	78,3%
3	30 - 40 Years	7	5,8%
4	>40 Years	0	0%
	Total	**120**	**100**

In table 2 it is known that respondents were dominated by respondents aged 20 to 30 years as many as 94 people or 78.3%. The two respondents who were under 20 years old were 19 people or as much as 15.8%. The three respondents aged 30 to 40 years were 7 people or 5.8%. And there are no respondents who are more than 40 years old.

Respondents by Occupation

TABLE 3. Respondents based on Occupation

No	Profession	Number	Percentage %
1	Student	89	74,2%
2	Entrepreneur	5	4,2%
3	Investors	1	0,8%
4	PNS	7	5,8%
5	Etc	18	15%
	Total	**120**	**100**

In table 3, it is known that respondents are dominated by students as many as 89 people or 74.2%, then other jobs are 18 people or 15%, civil servants are 7 people or 5.8 %, entrepreneurs as many as 5 people or 4.2% and the last investor is 1 person or by 0.8%.

Respondents based on people who have read articles on the TribunBali

TABLE 4. Respondents based on people who have read articles on the TribunBali

No	People Who Have Read Articles On the TribunBali Website	Number	Percentage %
1	Ever	97	80,8%
2	Never	23	19,2%
	Total	**120**	**100**

In table 4 it is known that the respondents are dominated by people who have read articles on the TribunBali website as many as 97 people or 80.8% and those who have never been as many as 23 people or 19.2%.

Respondents based on people who have paid attention to advertisements on the TribunBali website.

TABLE 5. Respondents based on people who have paid attention to advertisements on the TribunBali

No	People Who Have Noticed Ads On the TribunBali Website	Number	Percentage %
1	Ever	84	70%
2	Never	36	30%
	Total	**120**	**100**

In table 5 it is known that 84 people have paid attention to advertisements on the TribunBali website or 70% and who never namely as many as 36 people or 30%.

CLASSIC ASSUMTION TEST
TABLE 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.88606826
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the normality test shown in Table 6, shows the magnitude of the Asymp value. Sig. (2-tailed) is 0.200 which is greater than 0.05 which indicates that the data is normally distributed, so it can be concluded that the model meets the assumption of normality.

TABLE 7. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising Stimulus (X1)	.679	1.473
	Advertising Message (X2)	.658	1.520
	Media Advertising (X3)	.747	1.338

Based on Table 7 above, it can be seen that all independent variables have a tolerance value of> 0.10, likewise from the results of the calculation of the VIF value, all variables have a VIF value <10. This means that the regression model made does not have multicollinearity symptoms.

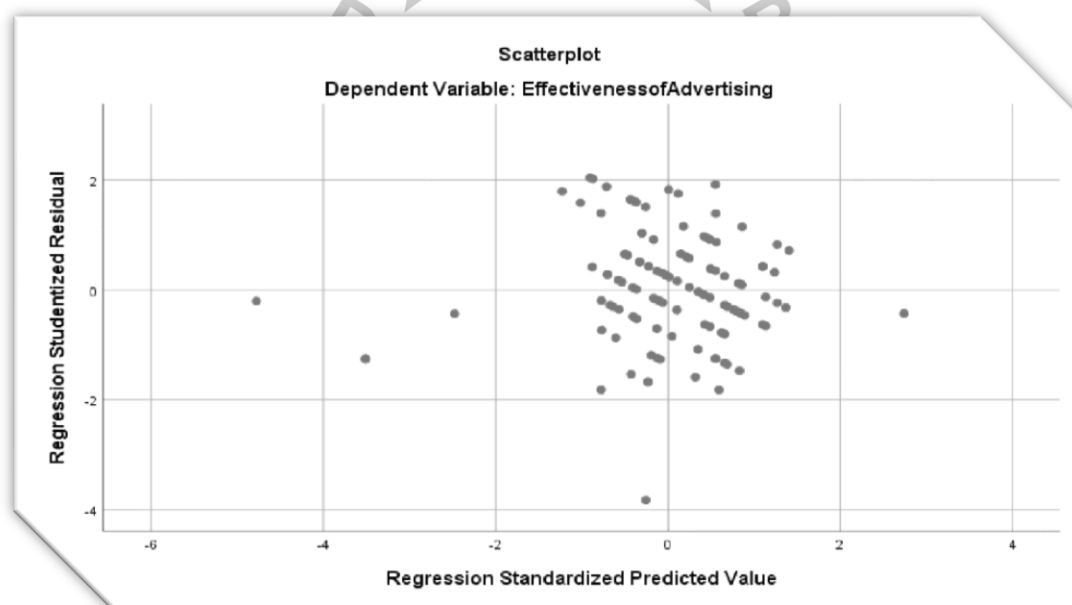### Heteroskedastisity Test

FIGURE 5. Heteroskedastisity Test

The results of the heteroscedasticity test in Figure 5 shows that the data is randomly distributed and does not form a certain pattern and the dots are scattered below and above point 0. So, it can be concluded that the data contained in this study does not have heteroscedasticity.

Multiple Regression Analysis

TABLE 8. Multiple Regression Analysis

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	7.732	2.158
	Advertising Stimulus (X1)	.207	.061
	Advertising Message (X2)	.254	.083
	Media Advertising (X3)	.259	.110

Based on Table 8, a multiple regression equation is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e = 6.839 + 0.272\ X_1 - 0.007\ X_2 + 0.520\ X_3 + e$$

1. The constant coefficient is 7.732, which means that if the variable Stimulus of advertising, advertising messages, and advertising media is zero (0), the effectiveness of advertising will increase.
2. The regression coefficient of advertising stimulus is 0.207, which means that each increase in the advertising stimulus variable can increase the effectiveness of advertising.
3. The regression coefficient value for advertising messages is 0.254 which means that each increase in the Advertising Message variable can increase the Effectiveness of Advertising.
4. The advertising media regression coefficient of 0.259 means that each increase in the Advertising Media variable can increase the Effectiveness of Advertising.

GOODNESS OF FIT TEST
Determination Analysis (R2)

TABLE 9. Coefficient Determination Analysis

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.624[a]	.390	.374	1.910	2.059

a. Predictors: (Constant), Media-Advertising, Advertising-Stimulus, Advertising-Message
b. Dependent Variable: Effectiveness of Advertising

The test results in table 9 show a value (R2) of 0.390, this means that 39% of the variation in the Advertising Effectiveness variable can be explained by variations in the advertising stimulus, advertising messages, and advertising media variables. While the rest (100% - 39% = 61%) were explained by other causes outside the research model.

Simultaneous Significance of Regression Coefficient Test Result (F-Test)
TABLE 10. F-Test (Simultaneously)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270.554	3	90.185	24.713	.000[b]
	Residual	423.313	116	3.649		
	Total	693.867	119			

a. Dependent Variable: Effectiveness of Advertising
b. Predictors: (Constant), Media-Advertising, Advertising-Stimulus, Advertising-Message

Based on table 10 above, it can be seen that the value of F = 24,713 and the value of sig = 0,000. This means that

statistically at α (trust level) = 5%, together (simultaneously) the Stimulus of Advertising, Advertising Messages, and Advertising Media on Advertising Effectiveness. Thus, the model is considered worthy of testing and proving the hypothesis can be continued.

Partial Regression Coefficient Significance Test (T-Test)

TABLE 11. T-Test (Partially)

		Coefficients^a									
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Zero-order	Correlations Partial	Part	Collinearity Tolerance	Statistics VIF
1	(Constant)	7.732	2.158		3.583	.000					
	Advertising -Stimulus	.207	.061	.300	3.410	.001	.528	.302	.247	.679	1.473
	Advertising -Message	.254	.083	.274	3.063	.003	.521	.274	.222	.658	1.520
	Media-Advertising	.259	.110	.197	2.354	.020	.449	.214	.171	.747	1.338

    a. Dependent Variable: Effectiveness of Advertising

Based on Table 11, namely, the partial regression test (t-test) shows that:
1. The result of testing the influence of the advertising stimulus variable shows a t-coefficient value of 3,410 with a significance value of 0.001. When compared, the coefficient is greater than the t table value of 1.658 or the significance value is smaller than 0.05, which means that H0 is rejected or H1 is accepted. So, the Stimulus of Advertising has a positive and significant effect on Advertising Effectiveness.
2. The results of testing the effect of the Advertising Message variable show the t coefficient value of 3.063 with a significance value of 0.003. When compared, the coefficient value is greater than the t table value of 1.658 or the significance value is smaller than 0.05, which means that H0 is rejected or H2 is accepted. So, the Advertising Message has a positive and significant effect on Advertising Effectiveness.
3. The results of testing the influence of the Advertising Media variable obtained a t coefficient of 2.354 with a significance value of 0.020. When compared, the coefficient is greater than the t table value of 1.658 or the significance value is greater than 0.05, which means that H0 is rejected or H3 is rejected. So, Advertising Media has a positive and insignificant effect on Advertising Effectiveness.

DISCUSSION

Effect of Advertising Stimulus on Advertising Effectiveness

Testing the significance of Advertising Stimulus on Advertising Effectiveness is partially carried out by performing the t-test, namely by comparing the t value with the t table value and the significance of t with α (0.05). Based on table 11, the significant value of the Advertising Stimulus is 0.001 <α (0.05) and the t value of 3.410 which is smaller than the t table value of 1.658 means the rejection of H0 so that H1 is accepted, so the Advertising Stimulus has a positive and significant effect on Advertising Effectiveness. From the results of this study, it can be interpreted that the higher the advertising stimulus, the higher the level of advertising effectiveness.

Advertising stimulus is a component of an advertisement in the form of a photo or banner containing factors such as size, color, intensity, contrast, position, movement, novelty, and stimulus. Enchanter and Catchy Spokesperson or influencer. Research (Kong et al., 2019) says that advertising photos on the web are very effective. Research (Negm & Tantawi, 2015) found that perceptive "matching" of the visual design properties used in advertising (especially visual or verbal) and the needs of the consumer segment (wanting the material to be presented visually or verbally) appears to be important.

Effect of Advertising Messages on Advertising Effectiveness

Testing the significance of the effect of advertising messages partially on the Effectiveness of Advertising, is partially done by performing the t-test, namely by comparing the value of t count with the value of the t table and the significance of t with α (0.05). Based on table 4.11, the significance value of Advertising Message is 0.003 <α (0.05) and the t value of 3.063 which is greater than the t table value of 1.658 means the rejection of H0 so that H2 can be accepted, so that the Advertising Message has a significant positive effect on Advertising Effectiveness. From the results of this study, it can be interpreted that the higher the advertising message will increase the effectiveness of advertising.

The attractiveness of advertising messages has a real influence on the effectiveness of advertising (Sukma et al., 2015). According to Kotler (2005), the effectiveness of advertising depends on the structure and content of the message. Ideally, a message should get attention, attract interest, generate desire, and lead to action or the AIDA model. To attract the attention of the audience with the message in an ad by making a strategy. The integrated

advertising message strategy has a significant impact on the development of effective brand awareness (Adetunji et al., 2014). The advertising message strategy also affects consumer attitudes toward advertisements and brands (Yang, 2018).

Influence of Advertising Media on Advertising Effectiveness

Testing the significance of the effect of advertising media partially on Advertising Effectiveness is partially done by performing the t-test, namely by comparing the t value with the t table value and the significance of t with α (0.05). Based on table 4.11, the significance value of Advertising Media is 0.020> α (0.05), and the t value of 2.354 which is greater than the t table value of 1.658 means rejection of H0 and H3 can be accepted, so that the Advertising Media has a positive effect but insignificant effect on Advertising Effectiveness. From the results of this study, it can be interpreted that the advertising media at TribunBali are not too effective.

In selecting the media to place advertisements, attention must be made because the advertisement will work effectively if the advertisement is responded to by many people. The content of an advertisement must match the content of the ad provider. So the advertisement that is presented in a medium must be in accordance with the media that will be used to advertise so that an advertisement works effectively and on target.

Simultaneous influence of Advertising Stimulus, Advertising Message, and Advertising Media on Advertising Effectiveness.

Testing the significance of the effect of Advertising Stimulus, Advertising Messages, and Advertising Media simultaneously on Advertising Effectiveness is carried out by performing the F test, namely by comparing the significance value of F with α (0.05). Based on table 4.13, the value of significance F, the variable of Advertising Stimulus, Advertising Message, and Advertising Media with a sig value of 0.000 <α (0.05), which means that the stimulation of advertising, advertising messages, and advertising media has a significant effect on the effectiveness of advertising. From the results of this study, it can be interpreted that the better the stimulation of advertising, advertising messages, and advertising media will increase the effectiveness of advertising.

In starting an advertising campaign, companies need to pay attention to a factor of stimulus and these stimulus factors have a major influence on the effectiveness of online advertising (Hardianto & Pratomo, 2012). In addition to paying attention to the stimulus in advertisements to be distributed, advertising messages also need to be considered by companies because the attractiveness of an advertisement affects the effectiveness the advertisement (Sukma et al., 2015) After advertising messages, advertising media also has an important role for the company because media this advertising is a forum for companies to market their products or services to the target market. Advertising messages and advertising media affect the effectiveness of advertising (Puspitasari, 2009). Therefore, the factors that affect the effectiveness of this advertising must be considered.

CONCLUSIONS

From the calculation of the SPSS T-Test (T-Test), it can be seen that the Advertising Stimulus variable has t-count > t-table(3,410> 1,658) and a sig. <α (0.001 <0.05) then H0 is rejected, this means that there is a partially significant positive influence between the Advertising Stimulus variable (X1) on the Effectiveness of Advertising (Y), the Advertising Message variable has t-count > t-table (3.063 > 1.658) and the sig. <α (0.003 <0.05) then H0 is rejected, this means that there is a partially significant positive influence between the Advertising Message variable (X2) on the Effectiveness of Advertising (Y), the Media Advertising variable has t-count> t-table (2.354 > 1.658) and the sig. > α (0.020> 0.05) then H0 is accepted, this means that there is no partially significant positive effect between the Media Advertising variable (X3) on the Effectiveness of Advertising (Y). This research shows that the advertising media at TribunBali are not too effective. From the research result, it can be concluded that in choosing the media to advertise, attention must be taken so that the advertisement is noticed by the public and the public can respond to the content of the advertisement. And the content of an ad must match the content of the ad provider. So, the advertisement that is presented in a media must be in accordance with the media that will be used to advertise so that an advertisement works effectively and on target.

There is no simultaneous and significant influence between the Media Advertising (X3) variable on the Effectiveness of Advertising (Y), this can be seen from the results of the correlation analysis obtained by the correlation coefficient of 0.624, which means that the relationship between Media Advertising (X3) and the Effectiveness of Advertising (Y) is negative and very low. The results of the determination analysis state that the coefficient of determination obtained is 39 percent, this means that the variation of the Advertising Stimulus (X1), Advertising Message (X2), and Media Advertising (X3) variables is able to explain the variation of the Effectiveness of Advertising (Y) variable by 39 percent, while the remaining 61 percent is explained by other variations not examined in this study.

Advertising Stimulus and Advertising Message are the variables that have the most dominant influence on the Effectiveness of Advertising. This can be seen from the results of the significance test, namely the sig value. <α (0.001 <0.05) on the advertising stimulus variable and the sig. <α (0.003 <0.05) on the advertising message

variable.

REFERENCES

Articles

[1]   Adetunji, R., Nordin, S., & Noor, S. (2014). The Effectiveness of Integrated Advertisement Message Strategy in Developing Audience-Based Brand Equity. Global Business and Management Research: An International Journal, 6(4), 308-318. http://www.gbmrjournal.com/pdf/vol.%206%20no.%204/v6n4-7.pdf

[2]   Bendixen, M. T. (1993). Advertising Effects and Effectiveness. *European Journal of Marketing, 27*(10), 19-32. https://doi.org/10.1108/03090569310045861

[3]   Childers, T. L. and Houston, M. J. (1984). Conditions for a Picture Superiority Effect on consumer Memory. *Journal of Consumer Research,* September, 643-654.

[4]   Hardianto, D., & Pratomo, I. A. (2012). Faktor-faktor sistem interaksi yang mempengaruhi efektifitas iklan online. *Jurnal Sistem Informasi, 4*(1), 26-36. https://doi.org/10.21609/jsi.v4i1.242

[5]   Kong, S., Huang, Z., Scott, N., Zhang, Z., & Shen, Z. (2019). Web advertisement effectiveness evaluation: Attention and memory. *Journal of Vacation Marketing, 25*(1), 130-146. https://doi.org/10.1177/1356766718757272

[6]   Lohtia R, Donthu N, & Hershberger EK. (2003). The impact of content and design elements on banner advertising click-through rates. *Journal of Advertising Research,* December, 410-418. http://dx.doi.org/10.1017/S0021849903030459

[7]   Murphy, H., & Duchowski, A. T. (2002). Perceptual gaze extent & level of detail in VR: looking outside the box. *ACM SIGGRAPH 2002 Conference Abstracts and Applications, SIGGRAPH 2002.* https://doi.org/10.1145/1242073.1242241

[8]   Negm, E., & Tantawi, P. (2015). Investigating the Impact of Visual Design on Consumers' Perceptions towards Advertising. *International Journal of Scientific and Research Publications, 5*(4), 1-9. https://www.semanticscholar.org/paper/Investigating-the-Impact-of-Visual-Design-on-Negm-Tantawi/5647a61fee3c44c8bac82652b86dac8100e721c9

[9]   Orquin, J., & Loose, S. (2013). Attention and choice: A review on eye Movements in decision making. *Acta psychologica, 144*(1), 190-206. https://doi.org/10.1016/j.actpsy.2013.06.003.

[10] Posner, M. (1980). Orienting of attention. *Quarterly journal of experimental psychology, 32*(1), 325. http://dx.doi.org/10.1080/00335558008248231

[11] Rayner, K. et al. (2001). How Psychological Science Informs the Teaching of Reading. *Psychological Science in The Public Interest, 2*(2), 31-74.

[12] Shimp, T. A. (2004). Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communication. *Journal of Marketing Communications, 10*(4), 289-290 https://doi.org/10.1080/1352726042000250498

[13] Sukma, F., Sarma, M., & Syamsun, M. (2015). Efektivitas Iklan dalam Menumbuhkan Brand Awareness SMA Sampoerna. *Jurnal Manajemen Pengembangan Industri Kecil Menengah, 10*(2), 182-193. https://doi.org/10.29244/mikm.10.2.182-193

[14] Yang, C.-M. (2018). Effects of Message Strategy and Need for Cognition (NFC) on Consumer Attitudes: A Case of Corporate Social Responsibility (CSR) Advertising. *Open Journal of Business and Management, 6*(July), 714-732. https://doi.org/10.4236/ojbm.2018.63055

Books

[15] Durianto, S., Widjaja, A. W., & Supratikno, H. (2003). *Inovasi Pasar Dengan Iklan Yang Efektif.* Erlangga.

[16] Jefkins, F. (1991). *Modern Marketing Communications.* Springer. https://doi.org/10.1007/978-94-011-6868-7

[17] Kotler, P. (2000). *Marketing Management* [Millenium Ed.]. Marketing Management. https://doi.org/10.1016/0024-6301(90)90145-T

[18] Kotler, P. (2005). *Manajemen Pemasaran.* [Jilid 1 dan 2]. PT Indeks Kelompok Gramedia.

[19] Kotler, P., & Amstrong, G. (2012). Principles of Marketing Global. Pearson Education.

[20] Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran* [Jilid 1]. Jakarta.

[21] Lee, Monle, Johnson, C. (1999). *Prinsip-Prinsip Pokok Periklanan dalam Perspektif Global*. Kencana Prenada Media Group.

[22] Levis, L. R. (2013). *Metode Penelitian Perilaku Petani.* Ledalero.

[23] Mulyana, D. (2010). *Komunikasi Nonverbal*. In Jurnal Komunikasi.

[24] Sobur, A. (2013). *Psikologi Umum (Dalam Lintas Sejarah).* CV Pustaka Setia. https://doi.org/10.1017/CBO9781107415324.004

[25] Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitaif, Kualitatif, dan R&D*. Alphabet.

[26] Sutisna. (2003). *Perilaku Konsumen: Teori dan penerapannya dalam Pemasaran.* Ghalia   Indonesia.

[27] Zimbardo P. (1992). *The human choice: Individuation, reason, and order versus deindividuation, impulse, and chaos.* University of Nebraska Press.

Undergraduate Thesis
[28] Puspitasari, I. (2009). *Faktor-faktor yang mempengaruhi efektifitas Iklan Dalam Menumbuhkan Brand Awareness* [Unpublished undergraduate thesis]. Universitas Diponegoro.

Website
[29] Alexa.com (2020, September). *Chart of percentage traffic from search in September 2020.* https://www.alexa.com
[30] Tribunnews.com (2020, September). *Image of the advertisement on Tribunnews.com website page.* https://www.tribunnews.com