
FACTORS INFLUENCING ATTITUDES WHEN WATCHING ADVERTISEMENTS ON TV**By :****Abdul Holik,**

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Article Info*Article History :**Received 16 Nov - 2022**Accepted 25 Nov - 2022**Available Online**30 Nov – 2022***Abstract**

This research attempts to find several factors influencing students' attitudes when watching commercial advertisements on television. The data used here is taken from surveying over 148 respondents who are university students. The method used is multivariate regression trying to find the impact of independent variables on the dependent variable. From the estimation result, we find that only economic conditions and forms of advertisement can be able to affect the attitude of respondents. All other independent variables, namely intellectuality, family background, and social circumstances, cannot alter anything of the dependent variable. This finding informs us that various forms of advertisement are not so important to involve the intellectuality of the audiences, family background, and social condition. This research can enrich discourses regarding efficient ways for many firms to attract audiences' attention positively.

*Keyword : Advertisement,
Economic Background*

1. INTRODUCTION

In modern times, anyone cannot escape from any advertisement shown on television. Advertisement is one of the prominent media of marketing. The main goal of an advertisement is nothing other than to awaken audiences' awareness in order they to give their attention to a product which we offered to be bought. The increase in purchasing is the hope of all companies. Thus, advertising means allocating time and resources to attract enthusiasts as many as possible.

Various advertisements displayed on television have hypnotized many audiences to purchase products and services which sometimes they do not need at all. The message illustrated in a commercial advertisement on TV becomes a vehicle to expand marketing areas. Their respondents sometimes not being limited to only several segments of people. Young, old, children, men, or women, got into the impact of expressive advertisement.

In Indonesia, some advertisements of specific products must be limited for displaying due to inappropriate viewers like children or those who have been not enough adults. Even several

advertisements containing violence are prohibited to be announced vulgarly on television because they can break norms of courtesy. So, advertisements sometimes being forced to include humanity's standards, like educational messages implanted implicitly in one program.

As time goes by, the role of advertisement in daily life had shifted. Once the advertisement was one way to offer products and services which were needed by society. Now the purpose can be different. The advertisement issued by companies to plug their power legitimation in people's life. Nowadays, advertisement is not only presenting products and services but also creating the needs of all people intentionally. Through advertisements, our minds are encouraged to like or dislike products and services. Even for something firstly we do not like, the advertisements alter the images and barriers of our mind to like it. This trend of advertisement can be traced to the proliferation in the USA since the first of the 20th century (Iman, 2017).

This change starts because the overproduction of outputs cannot be bought by society. That surplus cannot be resolved by

announcing limiting production. It is because firms impossible to cut work hours because it will cause many employees to lose their jobs. The only solution, for this reason, is to advertise as much as possible. Society is forced to face many displays and various advertisements in order they want to buy newly launched products. Commodities such as similar cars or shoes which are in overproduction in the market, cannot possibly be turned back into the factory. The discourses to limit working hours will worsen the situation instead of making better conditions. Therefore a choice to make production keeps running we should undertake massive commercial advertisements in order people want to buy more and more although they have had those products in their homes.

It means that the aim of the advertisement has changed. Massive commercialization according to some environmental analysts will hamper human life, and also induce dangerous implications of extensive exploitation of natural resources, moreover non-renewable resources. Nowadays, consuming something is pride, not just to fulfill our needs. Having branded or expensive products are luxury and a trend in the modern lifestyle. Hypnotist of advertisement currently has beaten religious advice to live thriftily, and moral values for humans not to live in greed or squandering money.

However, advertisements not always being seen from the negative side of modern capitalism, because they are message deliveries. All messages whatever they are can be received or refused, based on each consideration. The advertisement can mirror the culture of local society (Hashim, 2010). It is because advertisements can show anything, products, and services consumed by people, and also show what kind of communication styles among the people constructed. All of them have specific patterns in the advertisements.

The importance of this research is because the role of advertising is sometimes quite crucial in determining the direction of people's life. Advertising has changed the attitude of our society, which was a simple life, and become consumptive. We intend to explore something that drives the community's response when they watch a commercial advertisement on TV. This research also has advantages over other studies that have been circulating in the past, because it tries to uncover specifically our response when watching commercial advertising on TV. Moreover, we approach the student's point of view, a community group that is always critical in dealing with every issue around them.

2. LITERATURE REVIEW

There are many empirical types of research about advertisements conducted by many experts using various approaches. One research showed us several reasons why people were not satisfied with the purchase they pursued the discount offered that required minimum spending requirements and the items purchased were not their first best ones (Ku, 2018). Based on the findings in that cases (the consumers pursued discount price), people lack the choices offered and time pressures which are sometimes manipulated by the seller. While consumers who can shop for desirable goods show a satisfying response. They are not affected by difficult decisions or tight shopping deadlines.

Sometimes advertisement is not just advertising a commercial product. It is also used to explore what is behind advertisements such as political content. The researchers find that matters are ultimately influenced by political views and agreement on the messages of the advertisement (Harben & Kim, 2008). Interestingly, there is no strong relationship between political advertisements on shirts and trusted opinions built by political leaders. The leaders can only affect the advertisement, but not the content of political messages to the public.

The millennial generation tends to engage in social and political initiatives (Johnson & Chattaraman, 2019). Each generation has a particular influence that distinguishes it from other generations. Especially the baby boomers are considered idealists shaped by Woodstock and the Vietnam war. While the millennial generation is more connected because they are formed by technological advances and the threat of terrorism. The threat of terrorism has opened our eyes to all that anyone can become a victim, so we need to be alert. The attitude of the millennial generation involved in social activities is not at all free from the selfish in terms of the individual will receive personal gain when supporting others. There is always personal intent of everyone in the inner-self.

It is proven that disclosure can be an effective way to make people aware of the hidden message in a brand advertisement (Guo, Ye, Duffy, Li, & Ding, 2018). In reality, sometimes people are unaware of what they watch. Product placement is convinced as a covert advertisement that manipulates people due to they are unaware of the content of Advertisements. It violates the right of people to know everything that influenced them.

As advertisements can be received by all societies, sometimes we need to get around to the concept of Corporate Social Responsibility (CSR).

It has been proven that when we can show that our business involves in social activities, the rate of purchasing by consumers increases (Lee, 2017). But when a company cannot convince consumers in terms of their social altruism through advertisement, the rate of their purchasing is lower. This case happened in oil companies, but not in other industries.

Research has found that issuing intensive advertisements positively moderates the problem between CSR and market share (Rahman, Rodrigues-Serrano, & Lambkin, 2017). From their research, we obtain information regarding the role of advertising, which is not just to capture more market share, but also to mitigate its relationship with social expenditures.

According to an empirical finding (Hung & Lu, 2018) the rosy side (positive emotion) and word-of-mouth behavior play an important role in making someone want to buy back products more than the blue side (negative emotion). In real life, consumers are proven to be more loyal and price sensitive if they feel they have a strong bond with a certain brand. Consumer emotion has a prominent position in their intention to shop.

Advertisements sometimes being displayed without strict limits, unless for some pictures or vulgar arrays which for Indonesian values inappropriate. Even though not all audiences were watching the Advertisements understand the meaning of it fully. It has been found that the displayed Advertisements on television sometimes cannot be followed well by children (Andronikidis & Lambrianidou, 2010). In their research, they distinguish several objects into three groups: children at age 6 – 7 years old; children 8- to 9- years old, and ages 10- to 11-year old. Interestingly, only for children 10 to 11 years old, the advertisements can be understood well by most of them (not all children can realize that they are watching for deep purposes). Meanwhile, in the second group, only little of children have a full understanding of the commercial advertisements on television. While in the first group, no one of them can obtain powerful messages from the Advertisements. The confusion to catch meaning implicitly occurred among the children. It can be a suggestion that any advertising with full impressions can be difficult to be captured the children's minds.

It is shown that respondents who have a bigger capability of self-control tend to be less in altering attitudes, rather than those who have a lower ability in WMC (Working Memory Capacity) (Sanchez & Alley, 2016). In their finding, those who are strong and able to keep themselves, are not easy to be teased when

watching advertisements. This research is devoted to the effectiveness of advertisements in altering consumers' attitudes. It seems that the differences in individual ability in controlling attention (working memory capacity) can moderate the effect of concentration toward Advertisements. Whatever forms of advertisements, all of them have one aim: to suggest audiences consume products. The change in respondents' attitudes does not relate to how proper the format is, and is also not in line with the ability to remember it. Individual differences concerning attention can influence them when watching Advertisements. Any advertisements can change audiences' attitudes and be received positively due to the control of view in someone's inner self which is weak.

For some reason, sometimes several brands are disliked by customers. Interestingly that the counter-claim against negative assessment generates a worse impact (Croker, 2017). Instead of driving away negative views on the products, counter-claims worsen the people's consideration. So to change the negative view, the advertisers better show the positive side of the product. By addressing positive things, people tend to think positively about the products. An especially new brand needs to attract people's attention more to obtain authenticity through transparency, virtuousness, and proximity (Guévremont, 2018). Authenticity is very important because many people want to consume products with strong authenticity of the brand.

Sometimes advertisements do not always take high-cost spending and use high-tech and formal media. Some very minimum-cost advertisements are like Advertisements for transit-stop of the suburb in Melbourne. One paper searched several open advertisements of food in place of bus stops in Melbourne, and apparently, for about 30 percent of them stay in disadvantaged areas (Settle, Cameron, & Thornton, 2014). Of course, meals served are only fast food and soft drink, which are out of healthy food. However, a transaction in such areas continues to attract the interest of people to purchase. It means the need for people for any food is not always in line with health factors and or hygienic matters. This can be an example of how advertisements sometimes capture a specific segment of the audience.

Printed advertisements have exciting features. It has been proven that printed media could represent economic development and culture in Asia (Hashim, 2010). The advertisements specifically offer insight into the myriad of cultures that make up Asia and illustrate the differences in culture across specific regions. Understanding

these unique commonalities in Asia, and the power of media can be a good reason in seeking how we think and we believe. The offering of products and services appearing in advertisements at least can represent what one society consumes in their daily routine.

In any situation, producers always try to get our attention through specific features. The advertisement presented us those implicit design elements such as color, imagery, material, and shape to show the difference between health-positioned and regular products (Festila & Chrysochou, 2018). Although it is only for specific products and not universal for all items, the aim is to attract as much consumers' attention easily.

We are always reminded that the ultimate aim of Advertisements is to suggest and persuade people. Therefore, the main components in advertisements are the mover of audiences, through a right and interesting rhetoric. The WOM (word of mouth) messages significantly improve consumers' self-determined needs (Gilal, Zhang, Gilal, & Gilal, 2019). The positive word can move people to act.

Language of features and visualization in printed media is directed to address the aim of communication and persuade the readers in order they want to buy advertised products. Advertisements can be a code of national identity and cultural values in society. Useful sentences in Advertisements have to be innovative and exciting for audiences' attention.

Meanwhile, the development of research tools has been discussed more deeply. A critique of magnetic resonance in neuroscience techniques in many kinds of literature has shown us to make innovations (Harris, Ciorciari, & Gountas, 2018). They showed us that there is a lack of evaluation regarding research tools. We need a more rigorous analysis of all appropriate of all neuroscience, physiological and biometric tools that are used to get a more convincing results.

People, however, always differ from one another, especially in gender. As has been generally shown in much consumer literature, men are externally focused and women are internally focused consumers. Kim *et al.* (2018) tested the differences with that tendency by letting them watch the film and obtained the result that men are more (less) to recommend films that have high (low) star ratings, while women recommend any films without considering the ratings. It means that men like to show off what they like by public opinion as supporting arguments.

Uniquely, individuals with self-autonomy and high relatedness do not participate in higher happiness when they must share with friends than

with strangers (Merdin-Uygur & Hesapci, 2018). People are usually happy if they are close to family, friends, or anyone they like. They researched the modern popular habits for millennials, namely communal tables, and workspaces.

According to many experts, physiological matters can affect people's self-control and behavior (Guido *et al.*, 2018). People suffering from constipation, tend to be more stubborn, excessive in terms of hygienic size, and strongly maintain their ownership. Whereas people having diarrheal disease are careless, untidy, and easy to share. These two differences will also shape the type of goods and services they consume.

3. RESEARCH METHOD

This research tries to find the factors affecting students when watching a commercial advertisement on television. We conduct this research by involving students of the university in Bandung as respondents. We use a purposive sampling method to obtain respondents as possible. This method is easy for us because we do not need to make strict calculations. The questionnaires are spread to all the students we meet.

Having removed unreliable participants, we set that only 148 active students are involved as respondents for this study. We purposely choose them due to students are persons who have been active and familiar to think critically about everything. They cannot receive anything without deep critical and analytical questions being asked first. They are the hope of all of us in the future as the next leaders. Therefore considering them as objects of our analysis has a plausible reason.

The regression multivariate was used to find the impact of independent variables on the dependent variables (Gujarati & Porter, 2009). The independent consists of a form of advertisement, family condition, intellectuality, social circumstances, and economic condition. Meanwhile, the dependent variable is students' responses when watching a commercial advertisement on TV.

To measure the first variable (X_1) we set questionnaires as follows: 1) Advertisements that feature visualization are better in my opinion; 2) Advertisements of luxury products (tertiary needs) are eligible to be aired at any time; 3) Beautiful/handsome artists are very important in an advertisement; 4) Short Advertisements that do not take time are preferred; 5) Advertising containing education to consumers is important; 6) Advertisements containing harassment which are nuanced by SARA (religion, race, ethnics, tribes) are dangerous; 7) Advertising should not be in the middle of the event; 8) Advertisements should be

in the form of inserts in the event; 9) Better advertising with an Indonesian nuance; 10) For certain products advertising is very important to highlight the characteristics of an area.

To measure the second variable (X_2) we set questionnaires as follows: 1) My father and mother have at least senior high school education; 2) When I was little, my parents directed me when I watched TV; 3) I come from a religious family; 4) My parents teach discipline; 5) My relatives and/or relatives have a role in influencing my attitude; 6) I can make choices without the involvement of parents or siblings; 7) I do not like being ruled by my family; 8) My parents like to take discussions before deciding something; 9) I want to be pleasing to the family in terms of choice; 10) I grew up in a family that has a strong character.

For the third variable (X_3), we set questionnaires as follows: 1) My GPA > 3; 2) I like to read books every day; 3) I like to keep abreast of science; 4) For me, advertising is limited to shopping catalogs, no more; 5) Information in advertisements is sometimes misleading; 6) Advertisements that criticize other products are less attractive to my sympathy; 7) I think advertising needs a scientific foundation; 8) Commercial advertising should not only be profitable; 9) Media owners should be able to select quality advertisements; 10) The government must limit negative advertisements.

For the fourth variable (X_4), we set questionnaires as follows: 1) I talk about TV shows with friends; 2) I am active on social media; 3) I am active in student activities and/or youth; 4) I prefer to hang out with people who are critical-minded about various news stories; 5) The environment in which I live is very friendly and very closely related (communal); 6) I am familiar with peers; 7) I can make choices without the involvement of others; 8) I am happy if other people accept my ideas; 9) I like to ask a friend a choice; 10) My friends have an average life that is almost the same as mine.

For the fourth variable (X_5), we set the questionnaire as follows: 1) My parents earn more Rp. 3,000,000 in one month; 2) I live with my parents; 3) My parents live in their own homes; 4) My parents fulfill all my needs; 5) I need to work after graduating from college; 6) I have well-known branded goods; 7) I love shopping; 8) I have accessories to support the appearance; 9) I have current items; 10) I care about the lives of other disadvantaged people.

Meanwhile, we set the dependent variable (Y) by several questions as follows: 1) I like Advertisements that arouse feelings; 2) I like

Advertisements that are not simple/unique; 3) I remember typical ad words; 4) I pay attention to scenes in the Advertisements that I watch; 5) Advertising affects my lifestyle; 6) I once imagined myself becoming a star of advertising; 7) Advertisements are good and some are bad for the audience; 8) I often see flaws in the advertising scene; 9) I like if the items I have are the same/similar to those advertised; 10) I think that good Advertisements need facts, not just rhetoric.

Having collected data, we should run a validity and reliability test to make sure that all of our data can be received as a good measure to capture phenomena (Sugiyono, 2008). The validity test is used to assess the accuracy and precision of the measure so that data taken from respondents can mirror the right variable for this research. Meanwhile, the reliability test is important to tackle the consistency of respondents in answering all questionnaires. All data are proven valid and reliable because the value of Pearson correlation and Cronbach's alpha is higher than the value of product-moment at 5 percent level and 1 percent consecutively.

The test of validity is too much and cannot be attached, so we do not present it. We only show the reliability test for each variable. We make a comparison between Cronbach's alpha and r-table. If Cronbach's alpha is bigger than the r-table, we can say that data are reliable. The brief result is seen in table 2.

Table 2. Reliability Test

Variable	Cronbach's alpha	r-table	Status
X_1	0.657	0.3	Reliable
X_2	0.551	0.3	Reliable
X_3	0.571	0.3	Reliable
X_4	0.341	0.3	Reliable
X_5	0.662	0.3	Reliable
Y	0.460	0.3	Reliable

Source: Calculation by authors

Based on the estimation in table 2, all data have been in line with scientific requirements. Therefore, we can proceed with the analysis. The model for this research is as follows:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + e_i \quad (1)$$

Where:

Y_i = Students' respond when watching an advertisement on TV

X_{1i} = Forms of advertisement

X_{2i} = Family condition

X_{3i} = Intellectuality

X_{4i} = Social circumstances

X_{5i} = Economic condition
 $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = Coefficient
 β_0 = Constant
 e_i = Error Term

4. RESULT AND DISCUSSION

Based on the estimation using multiple linear regression, we obtain as below:

Table 3. Result of Regression

Dependent Variable: Y				
Independent Variable	Coefficient	Std. Error	t-Statistic	Prob.
X1	0.287613	0.0797	3.60556	0.0004
X2	0.049177	0.0746	0.65904	0.5109
X3	0.016856	0.0835	0.20170	0.8404
X4	-0.015222	0.0523	-0.29059	0.7718
X5	0.127037	0.0569	2.22943	0.0274
C	18.59871	4.2287	4.39810	0.0000
R-squared : 0.161176				

Based on the calculation above, there is a finding that only two independent variables, namely: a form of advertisement and economic condition influence significantly the dependent variable.

In the first, we obtain the value of t-statistic 3.605. It is bigger than the t-table at levels 5 percent and 10 percent, which are consecutively 1.980 and 1.658. From this result, we know that every increase of one percent of the advertisement form will affect students' response at 0.287 units.

The variable economic condition also has a significant impact on the responds' students. The value of the t-statistic is 2.229434. It is bigger than the t-table at levels 5 percent and 10 percent, which are consecutively 1.980 and 1.658. It means every increase of one percent condition economy will affect students' response at 0.127 units.

Meanwhile, other independent variables, such as family condition, intellectuality, and social circumstance do not have an impact at all. We say that only those two variables have a bigger impact on influencing our respondents when watching television. We do not need to discuss intensely concerning why other variables cannot affect students' responses when watching TV. Sometimes we realize that in many cases where smart people have penchants of watching entertainment which seems not in line with their knowledge and intelligence. It is not an anomaly but true.

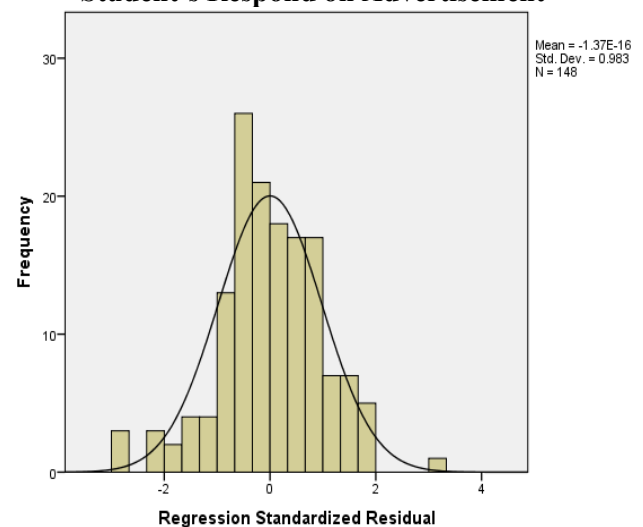
So as people with good educational backgrounds and strict discipline from their family, love very much to watch mediocre entertainment

like ordinary persons in common. Social circumstances also cannot determine strictly the taste of anybody in what kind it should be. That means in any advertisements, family background, intellectuality, and social circumstances, will apply the same pattern as in entertainment.

The value of R^2 is 0.161. This means that variation of the dependent variable can be explained by independent variables at 16 percent. The rest is explained by other variables out of the model. Of course, this value is relatively small. But we can see the significance of those independent variables in affecting the dependent.

Besides, these data do not have any obstacles related to classic assumptions. The test result shows that normality corresponds so it has been proven no problem at all.

Picture 1. Histogram Dependent Variable: Student's Respond on Advertisement



We know from the result that autocorrelation does not appear in this research. The Durbin-Watson estimation value is 2.257. Meanwhile, the value of DW table ranges between d_l is 1.571 and d_u is 1.780. The estimation result signifies $d_l < DW < d_u$. This means the model is free from autocorrelation problems. Estimation as below:

Table 4. Regression Result

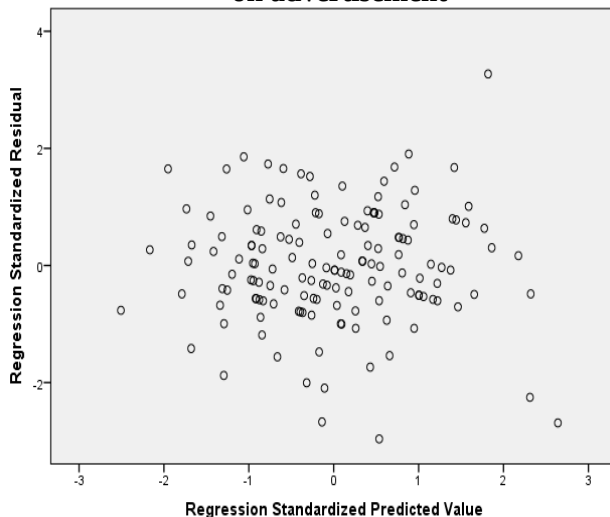
Model Summary ^b				
Model	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.161	.132	3.389	2.257
a. Predictors: (Constant), X1, X2, X3, X4, X5				
b. Dependent Variable: Y				

The test of multicollinearity aims to see whether the independent variables exist in a close

relationship or not. The result shows that there are no variables that have a resemblance with each other. It is signified by the value of VIF, which is lower than 10. Thus, data in this research is out of multicollinearity.

The testing of heteroskedasticity shows that the data of this research have fulfilled a good standard. The table of scatterplot explains that the spread of data is around 0, which means there is no problem of heteroskedasticity or all data have been proven in line with homoscedasticity.

Scatterplot
Dependent Variable: Student's respond
on advertisement



Attractive Advertisement

The ultimate ingredient for attractive processing advertisements is uniqueness. But we also have to know about something important such as: *first*, innovation can be achieved by involving various elements from many sources. We cannot only depend on our team of advertising. We also should want to learn something new from others. We have to be open-minded and humble to receive everything humankind in the world wants.

Second, changing the nature of society by altering their perception regarding their needs. We can build in their mind that they not only have enough to fulfill their needs, but also their self-esteem. It is a crucial problem for modern humans that their willingness beyond their needs, and they obey their desire. This consideration will produce consumptive behavior in society. For some reason, it will be a negative matter. But on the other side, we cannot escape ourselves from this hedonistic age unless we choose to discipline strictly. Everywhere, in daily activities, we face persuasive messages to buy and try new products. We are in economic consideration so we have to adhere to economic rules to make more profits.

The commercial advertisement also contributes to an increase in the amount of employment. Even officially there is a special department at any university that focuses on studying advertising. This department is usually always full of registrants. Many people want to study about making good advertisement because there are a lot of jobs provided for the graduates. Firms need to conduct better marketing through better attractive promotion, especially on television. So, this is an urgent agenda in order they do not leave behind their competitors. To change social behavior urges us to involve in that situation, by offering good and exciting advertisements.

It is still essential to be noted that firms must be able to make a surplus or profit every year, in order for production not to be stopped. The reduction and or ceasing of production is not wise action due to those policies will induce an increasing unemployment rate. It will worsen the stability of the national economy. The worse, is if the company's profits get wane, it will impact very huge to the employees. Those who are below of poverty line will get impacted tremendously, rather than people from the middle-upper class economy.

Trying to conceive huge and massive production by neglecting advertisement is an anomaly for the businessman who wants to get success. By considering the importance of the production process, we must be able to keep enormous production continues no matter what happens. Everything must go on. Due to the benefit associated with a range of advertisements, many companies try to dominate their displays to catch audiences' attention.

However, many new entrepreneurs seemingly face troubles in marketing. They focus not on target to gain more consumers in every period. Even though the strategy of boosting profit is to undertake a good advertisement, they choose a better way, such as creating a more artistic picture, or visualization in attracting people. We cannot underestimate the power of advertising to alter anyone's mind and heart.

To boost profits, we should have a sound managerial system. It is not a single way to attempt the target. The prompt agenda usually cannot fulfill the competency in actualizing it. We need full preparation, and strict steps to avoid every turn, which might our competitors have provided traps for us. There are many ways to improve purchasing. Occasionally, consumers are delighted if the companies have the integrity to support social issues.

Corporate Social Responsibility is sometimes accepted as a trigger to attract more consumers to purchase our products and services.

CSR is a way to imagine people's attractiveness in touching the alignment of firms to humanity or solidarity with non-behaved people. CRS can be the one-way solution to promote the products and services we sell if the assumption we feel heavy spending a budget on advertising. However, we cannot depend purchasing solely on the CSR itself, if and if altruism cannot be shown as more attractive and resuscitating consumers' inner humanity. The more selfless the firms, the more consumers will give their attention, and they will purchase more products and services.

In Indonesia, the situation may be different from abroad. Conditionally to attract the interest of religious people, television usually involves advertisements with accentuating ethical values or messages. Religious broadcasts must consider several more sensitive approaches in order not to offend anybody. For instance, spiritual messages are always being spread through all television channels in every Romadhon—the holy month of Muslims. Even the ceremony of advertising foods or drinks is still bounded by Islamic values. We do not need to question that matters. All these are the right of the owners of firms to make anything about advertisement as they want.

The attention of all television channels is to make it as positive as possible in front of Muslims that month. They want to look friendly, hospitable, amiable, and very respectable to the Muslim community. It is also set up in Indonesia. We cannot say that all that is done by television stations is manipulation only. We should look into a wide understanding, the role of religious values which are always being maintained by our people. Such religious norms are sometimes accentuated not only for Muslims, but also when approaching days of other religious festivals in Indonesia, like Christmas, *Nyepi*, *Waisak*, and *Imlek*. It has been an obligation for the owners of television stations to keep peace and harmony among the plural societies in Indonesia.

Although the onslaught of social media and online news is very massive currently, television as entertainment media for people cannot be changed. TV always has a place in everyone's heart. Even the types of television now are more diverse. The advertisements which are being also displayed are more attractive, with various patterns and more exciting suggestions.

Many advertisements cannot reach the set target of purchase. The main reason is that the program cannot be able to catch the real interest of people, or products that have been sold do not have value-added rather than their competitors which exist before them. Thus, in making advertisements

we need very much to see the uniqueness, innovation, and creativity that can be a differentiator between our products and others.

In this research, we find clearly that the economic condition of respondents determined too much about how their response when watching the advertisement. It is plausible enough that we see this phenomenon proportionally because the financial matter is a prominent element that can alter social life in society. It is not negligible that to empower people we should undertake their very necessary important and urgent even latent need factors: their economic power and sustainability.

Of course, we also basically face social problems that appear caused by those advertisements. Not all advertisements are good or bad. However, we should be smart to choose the best product before shopping. We maybe not limit fiercely the advertisement in the public sphere, because it also has the same meaning to block someone's life working in the Advertisements sector. An easy solution to prevent that social disease is to come back by strengthening family life and the morals of society. All of us believe that religions teach virtues and restraint of ourselves not consuming more. The attitude of control is the main principle that we must keep in order not to wish continuously to have anything over and over. All things advertised on television every day can be just passing by in front of our eyes.

An advertisement does not only consists of commercial products. It also sometimes is showing non-commercial items such as education, social services by any government agency, charity fund, or non-profit organizations, etc. They are particular advertisements out of this study. We may be able to find other results if we research. We must distinguish our research from others. We specify our study in commercial items.

Through television, we actually can access insightful understanding, or through television, we can conduct social engineering to change bad habits among societies though. For instance, we promote virtues and or policies related to social problems.

Power of Advertisement

Whatever being said, every program on television takes a high-cost promotion with a cost per 30 seconds, which reaches a million rupiahs. The show times are also one of the factors distinguishing Indonesian inhabitants who can watch the price of the advertisement. Therefore, not all companies or institutions can offer their products and services through the broadcast of television due to an inefficient budget.

Although advertising on television is costly, specific circles that want to be regional leaders or members of the House of Representatives also usually target television as part of their campaign. We in Indonesia usually are treated the advertisement about ability's political candidates, especially when approaching a general election. But in reality, sometimes we never like them at all. We have known who they are, and we cannot change our hearts and mind to think that they are the right leaders.

For some levels, advertisements are commonly directed for people want not sure to buy products or services. It is a power of hypnotism in the modern age that surrounded us and made our decision more difficult because we are urged to fight the common interest of society. Our mistake is why we want to be deceived by commercial advertisements. Why we are not able to manage ourselves from a willingness to purchase, or just to impress other people we do not like. The main mistake finally goes back to our individual attitudes, not to the promotion of products and services itself.

So, from all the explanations above, we know that advertisement is very important in promoting products and services to gain audiences' attention. The entrepreneurs will be able to make various attempts to get multiple profits. An advertisement, of course, is only one of those agendas. Especially on television, it has a high impact than any other media advertisement. We knew that advertisement has shifted to the field of rigid capitalism and arrogance, which wraps our belief about simplicity. Due to advertisements that are very brave, we as modern humankind, are trapped in a situation that forces us to look for continuously as a way to satisfy our unknown final willingness-desire.

The finding of this research can fulfill the gap of other research, conducted by previous researchers who studied advertisements from various perspectives. The students are expected as agents of change and basically are humans too. They are educated people who can act and behave as common and ordinary other persons: attracted to the enjoyment and pleasures of anything as well as goods or services according to money in the wallet.

This finding can contribute to companies of advertisement makers that creation and innovation are more important than everything. It is proven that students who are chosen by us to be studied tend to respond to any advertisements due to unique formats, and may we can say imaginative. Of course, it is not very determined. But we can see the change in audiences' attitudes relates highly to any displayed advertisements.

5. CONCLUSION

Based on the findings, we can conclude that the format of a commercial advertisement on television and the condition of the economy has a significant effect on the response of students when watching advertisements. This finding contains legitimation that other things out of those factors can be less accountable. We see this as fairness due to someone's ability to purchase ultimately being subject to adorable offered products and services in advertisement and of course, their budget. If the offering cannot touch our awareness, any advertisements will be left. Then, without enough budget, no matter how attractive the advertisement is, we are still not able to buy the products.

Interestingly, other independent variables, such as intellectuality, family, and social circumstances cannot influence the dependent variable. This can be a recommendation for the advertisement makers that whatever background and kind of intellectual, family, and social background of audiences, cannot determine the effectiveness of the advertisement. People like the Advertisements and actualize their willingness to buy, not because of those factors. Therefore the most important things are only how to make the interesting shape of the advertisement. Besides how much money people have to purchase.

In this research, we still feel that our paper is not perfect. It might be an onset of a more comprehensive investigation. Other researchers can expand the topic by involving many aspects and considerations, starting with our findings. The more complex and sophisticated the analysis, the more rigorous research we can make.

6. REFERENCES

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