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on Finance, Management and Business*

*"Disseminating Ideas for Development
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The Difference in Effectiveness between *Nikah* or *S2* Version and *Goyang Bersih*Jingle Version of *Fair & Lovely* Television Advertisements in Palembang City

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Abstract: The objectives of this study were (1) to find out the effectiveness of *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* television advertisements, and (2) to find out the difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* television advertisements. The research respondents were 270 women aged 20-44 years who lived or worked in Palembang. This was a survey study that used the descriptive data, Customer Response Index (CRI) and independent samples t-test to test the difference in effectiveness between the two versions of television ads. The research results showed that the CRI value of *Nikah* or *S2* version of *Fair & Lovely* television ads was in a very ineffective category. It means that *Nikah* or *S2* version was very ineffective. Furthermore, the CRI value of *Goyang Bersih*Jingle version was in a very ineffective category, so *Goyang Bersih*Jingle version was also very ineffective. The results of independent samples t-test indicated that t-obtained was 0.058, which was smaller than t-table of 1.648. It could be concluded that there was no significant difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* television advertisements.

Keywords: *television, advertisement, effectiveness, Fair & Lovely, CRI*

INTRODUCTION

The more products offered and the more careful the consumers are in choosing the products to be purchased make the company compete to innovate in order to grab attention and influence consumers to make a purchase. This triggers high competition in the business market. In this condition, promotion becomes very important because promotion is a medium for the company to inform the market about the product, so that the product can be recognized and the company can encourage consumers to buy and use it. Promotion can also provide information about the advantages, usefulness of the product and even where the product can be obtained.

Mass media advertising promotional tools can be printed media, television, billboards and others, but television is the most used by companies. This is supported by Nielsen's data that the largest percentage of advertising spending in 2016 came from television which controlled 77% of the total media advertising expenditure in Indonesia

(nielsen.com). In addition, the information and research agency, Nielsen, in 2015 conducted an online global survey of 30 thousand respondents from 60 countries. The survey also involving Indonesian consumers investigated the level of consumer confidence in advertising. The results showed that 8 of 10 Indonesian consumers (80%) believed in television advertisements, higher than magazine ads (70%) and newspaper ads (69%). Not only in Indonesia, Nielsen also noted the same trend in other countries in Southeast Asia (ylki.or.id). Based on the fact that most of the expenditure is used to advertise on television and most consumers believe in television ads, this study would examine the effectiveness of advertisements on television.

Advertising effectiveness can be measured in many ways: Media Mix Planning, Customer Response Index, DRM (Direct Rating Method), EPIC Model (a model developed by ACNielsen) and Consumer Decision Model. Media Mix Planning refers to the use of two or more different media in an advertising plan; Customer Response Index is the multiplication result of awareness, (costumers')comprehension, interest, intention (to purchase), and action (to purchase); DRM (Direct Rating Method) is used to test advertising messages. Consumers are given several alternative advertisements and then they are asked to rate each of them. In this method the higher the rate an ad gets, the higher the likelihood that the ad is effective. The EPIC Model measures the advertising effectiveness in communication. It includes four critical dimensions, namely: empathy, persuasion, effect and communication.

Table 1. Preliminary Survey Results

No	Attribute	Number of Respondents answering "Yes"	
		<i>Nikahor S2 Version</i>	<i>Goyang Bersih Jingle Version</i>
1	Awareness	28	28
2	Comprehension	20	22
3	Interest	9	22
4	Intention	20	20
5	Action	6	6

Source: Responses from *Google Form* conducted in December 2017

The researcher conducted a survey of 30 female respondents aged 20-40 years. The survey results showed that 2 of 30 respondents answered 'no' to the question "Are you familiar with *Fair & Lovely* beauty products?". This means that only 6.67% of the respondents were not familiar with *Fair & Lovely* beauty products. This indicates that the level of consumer awareness of *Fair & Lovely* products could be said to be good (93.33%). In addition, 27 respondents answered 'yes' to the question "Do you know *Fair & Lovely* beauty products?" and answer 'television ads' to the question "How do you know the products?". The survey results showed that 96.4% of the respondents knew *Fair & Lovely* beauty products and they knew the products from television ads.

Based on the description above, the researcher would like to conduct a study with the purposes of: rsi (1) finding and analyzing the effectiveness of *Nikah* or *S2* version and *Goyang Bersih* Jingle version of *Fair & Lovely* television in the city of Palembang, and (2) finding and analyzing whether or not there was a significant difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih* Jingle version of *Fair & Lovely* television advertisements in the city of Palembang.

Marketing Mix

According to Kotler and Armstrong (2012, p. 51), marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. Meanwhile, according to Malau (2017, p. 10), marketing mix is an integration of marketing activities planning through four components: product, price, promotion, and distribution, which are combined together. In other words, marketing mix is a collection of variables that can be used by a company to influence consumer feedback.

Promotion

According to Kotler and Armstrong (2012, p. 52), promotion means activities that communicate the merits of the product and persuade target customers to buy it. According to Rangkuti (2010, p. 50), promotion is a sales and marketing activity in order to inform and encourage demand for products, services, and ideas from the company by influencing consumers to buy products and services produced by the company.

Promotion Mix

Kotler and Armstrong (2012, p. 408) state that promotion mix (marketing communications mix) is the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships.

Advertisement

Advertisement is part of the promotion mix, and promotion mix is part of the marketing mix. Advertising is a mass communication process involving certain sponsors, i.e. advertisers who pay for the services of mass media for broadcasting their advertisements (Suhandang, 2016, p. 13).

According to Wells, Burnet, and Moriarty in Abdullah (2016, p. 108), advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. According to Malau (2017, p. 85), advertising is a form of communication so arranged that the company can disseminate information about the usefulness, superiority, or merits of a product in order to trigger the desire to make a purchase.

Advertising Effectiveness

Advertising effectiveness can be measured, according to Adisucipto in Abdullah (2016, p. 233-234), from:

- (1) Communication effect, namely the potential effect of an advertisement on the level of consumer awareness, knowledge, and preference of the company's products and brands.
- (2) Sales effect, referring to how many sales are due to advertising or due to increased awareness, knowledge, and preference of potential buyers as a result of advertising activities.

According to Rangkuti (2010, p. 337), advertising effectiveness can be measured from:

- (1) Communication effect or influence from an advertisement, i.e. its potential influence on awareness, knowledge, and preference.
- (2) Effect or influence on sales, which is more difficult to measure than communication effect because sales are influenced by many factors other than advertising, such as product display, price, availability, and competitor actions.

Measuring Advertising Effectiveness with Customer Response Index (CRI)

CRI (Customer Response Index) is the multiplication result of awareness, consumer comprehension, interest, intention (to buy), and action (to buy). According to Best (2013, p.355), an effective marketing communications effort begins with building awareness and understanding of the message among target customers.

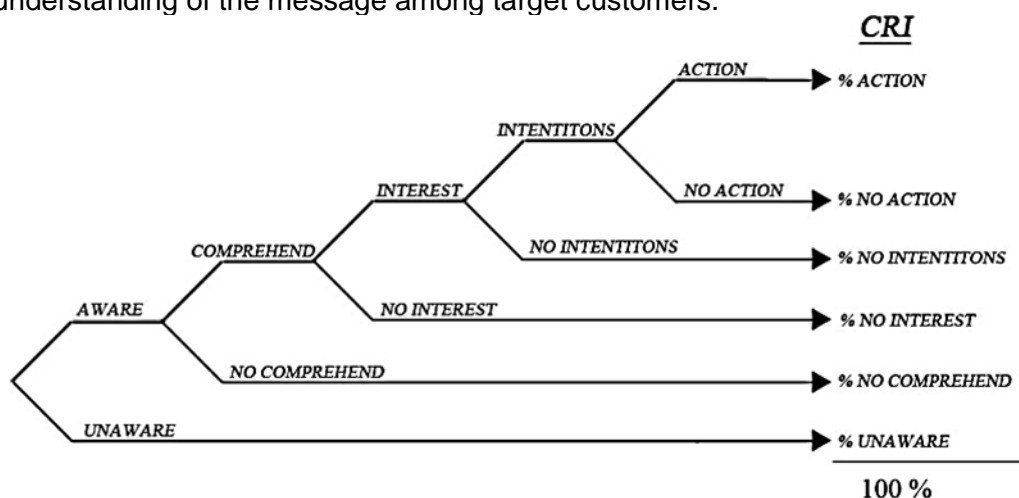


Figure 1
CRI (Customer Response Index) Model
Source: Best (2013, p. 355)

CRI formula is as follows (Main, Andadari & Matrutty, 2009):

- (1) Unawareness
- (2) No Comprehend = Awareness x No Comprehend
- (3) No Interest = Awareness x Comprehend x No Interest
- (4) No Intentions = Awareness x Comprehend x Interest x No Intentions
- (5) No Action = Awareness x Comprehend x Interest x Intentions x No Action
- (6) Action = Awareness x Comprehend x Interest x Intentions x Action

Table 2. Advertising Effectiveness Intervals

Effectiveness Interval (%)	Category
0.00 – 19.99	Very Ineffective
20.00 – 39.99	Ineffective
40.00 – 59.99	Effective enough
60,00 – 79.99	Effective
80.00 – 100	Very Effective

Source: Achmad & Anindita (2009)

The research hypothesis was that there was a significant difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih* Jingle version of *Fair & Lovely* television advertisements

RESEARCH METHODOLOGY

This study was comparative research. The site was Palembang City, South Sumatra Province. The samples were 270 women aged 20-44 years in the city of Palembang. The sampling technique used in this study was probability sampling. This data were collected

through a questionnaire. The process of distributing questionnaire was by convenience sampling technique. The data were analyzed by using Customer Response Index (CRI), simple tabulation, and independent samples t-test.

RESEARCH RESULTS AND DISCUSSION

The results showed that the CRI value of *Nikah* or *S2* version was 16.00%, which was relatively low. That is, *Nikah* or *S2* version of *Fair & Lovely* television advertisements was in **very ineffective** category. (See Table 2)

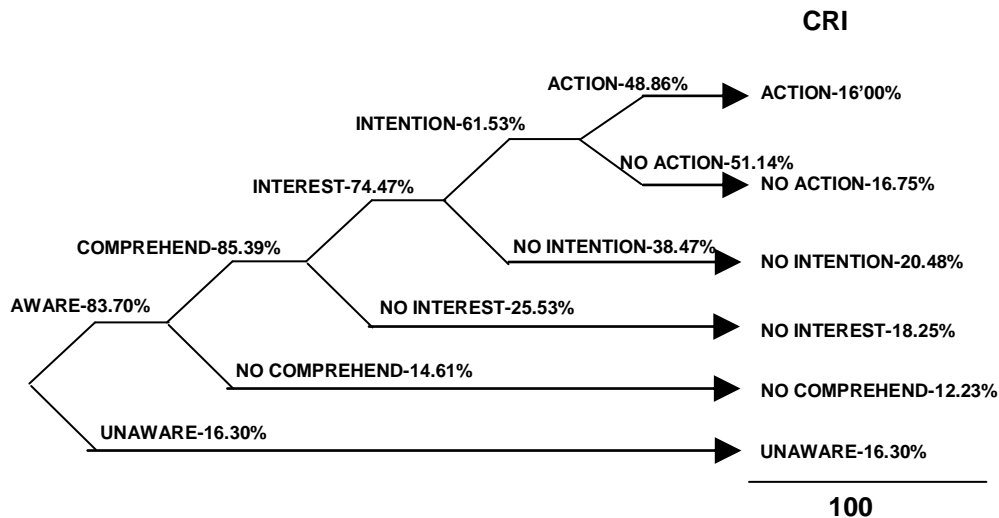


Figure 2
Customer Response Index (CRI) of Women in Palembang
on *Nikah* or *S2* version of *Fair & Lovely* Television Ads
Source: Processed by Researcher, 2018

The dominant factor causing low CRI was that many respondents had no intention to buy the products promoted by *Nikah* or *S2* version of *Fair & Lovely* television ads because the respondents had loyalty to other face-whitening brands. Another dominant factor was that many respondents had no interest in the products and the merits because the advertising message was not convincing. This advertisement failed to attract consumers because it did not provide enough information to consumers. Suhandang (2016, p. 64) mentions three main marketing objectives:

- (1) Creating the audience's awareness to know everything the goods or services offered.
- (2) Creating the audience's feeling to like and select goods and services offered.
- (3) Encouraging the audience to think and act (buy) and use the goods or services offered.

Nikah or *S2* version of *Fair & Lovely* TV ads failed to achieve the main marketing objectives. A lot of information about the products was not provided in the ads, such as natural multivitamin ingredients that are suitable for facial skin, the effects which can be seen starting from the second week of the first use, the availability of practical packages at economical prices that can be used as a tester before finally deciding to change to the products. Another factor to consider was that the products were still not available at small stores, unlike other brands that were very easy to get even in small stalls.

When advertisements cannot provide consumers with all the information about the goods and services that they want to know, the ads will fail to make consumers like and choose the goods and services. The respondents were not interested in buying the products because they might stay loyal to one certain brand. Therefore, when the consumers dislikes and do not

choose the products offered, they will not think and act to buy the products. This is in line with the Hierarchy of Effects model, which states that advertisements must be so designed that consumers can go through six stages: awareness, knowledge, like, choice, belief and purchase, where each stage has a strong bond with the subsequent stage, and the previous stage will affect the next stage and so on until the final stage.

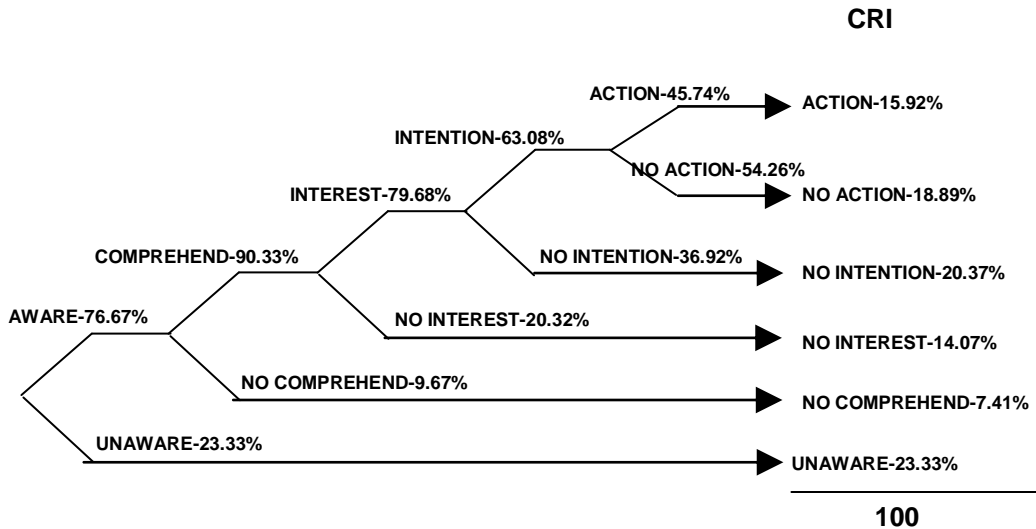


Figure 3
Customer Response Index (CRI) of Women in Palembang
on *Goyang Bersih* Jingle Version of *Fair & Lovely* TV ads
Source: Processed by Researcher, 2018

The CRI value of *Goyang Bersih* Jingle version of *Fair & Lovely* TV ads was 15.92%. The percentage of respondents who reached the stage of buying *Fair & Lovely* products was 15.92%. The CRI value of 15.92% was considered as a relatively low value. Meaning that *Goyang Bersih* Jingle version of *Fair & Lovely* TV ads was in **very ineffective** category. (See Table 2)

The dominant factor causing the low CRI was that many respondents were unaware of *Goyang Bersih* Jingle version of *Fair & Lovely* TV ads because the advertisement was rarely aired on television. It was aired only 1-2 times a day. Many respondents had no intention to buy the products promoted by *Goyang Bersih* Jingle version of *Fair & Lovely* TV ads because the respondents had loyalty to other face-whitening brands and because the advertising message was not convincing.

The measurement of advertising effectiveness by using the Customer Response Index (CRI) is in line with what Rangkuti (2010, p. 337) states that the advertising effectiveness can be measured from the communication effect or influence of an advertisement, i.e. its potential influence on awareness, knowledge, and preference, and what Adisucipto in Abdullah (2016, p. 233-234) states that advertising effectiveness can be measured from the communication effect, i.e. the potential effect of an advertisement on the level of consumer awareness, knowledge, and preference of the company's products and brands. The small value of CRI of either *Nikah* or *S2* version or *Goyang Bersih* Jingle version of *Fair & Lovely* TV ads is shown in Table 3, the tabulation of Brand Awareness, where *Fair & Lovely* products, although in the top five, fail to be the number one.

Table 3. Top of Mind Brands

No	Brands	Number of Respondents	Percentage (%)
1	Pond's	86	31.85
2	Wardah	57	21.11
3	<i>Fair & Lovely</i>	39	14.44
4	Garnier	22	8.15
5	Citra	12	4.44
6	Others	54	20.00
Total		270	100.00

Source: Processed by Researcher, 2018

Based on Table 3, *Fair & Lovely* products flashed first through the mind of 14.44% of the respondents when discussing face-whitening products (Top of Mind).

Table 4. Brand Recognition

No	Description	Number of Respondents	Percentage (%)
1	Get to know <i>Fair & Lovely</i> products		
	➤ Listed in <i>Top of Mind or Brand Recall</i>	145	53.70
	➤ Forget to list	86	31.86
2	Not know <i>Fair & Lovely</i> products	39	14.44
Total Respondents		270	100.00

Source: Processed by Researcher, 2018

Table 4 showed that 39 of 270 respondents or 14.44% of the respondents were not familiar with *Fair & Lovely* products, whereas this year has been the eighth year since *Fair & Lovely* products entered Indonesia. Eight years should be long enough to be known by all levels of society, considering that the products have been advertised through television and most people have television.

In terms of advertising effectiveness, the CRI value of either *Nikah* or S2 version or *Goyang Bersih* Jingle version of *Fair & Lovely* TV commercials was very ineffective. Furthermore, the researcher would find out whether there was any significant difference in effectiveness between *Nikah* or S2 version and *Goyang Bersih* Jingle version of *Fair & Lovely* TV commercials; therefore, the researcher performed independent sample t-test with the results as follows:

Table 5. Independent Samplest-Test Results

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	90% Confidence Interval of the Difference		
								Lower	Upper	
Efektivitas_Iklan	Equal variances assumed	1.136	.287	.058	538	.954	.00694	.12016	-.19104	.20493
	Equal variances not assumed			.058	537.460	.954	.00694	.12016	-.19104	.20493

Source: Processed by Researcher by SPSS, 2018

Table 5 showed that the t-obtained was 0.058, which was smaller than t-table (1.648), then $H_0: \mu_1 = \mu_2$ was retained ($0.058 < 1.648$). It can be concluded that the average effectiveness values of *Nikah* or *S2* version and *Goyang Bersih*Jingle version were the same. Since the null hypothesis was retained, it means that there was no significant difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* TV commercials.

The results of independent samples t-test (2-tailed) showed that that there was **nosignificant difference** in effectiveness between *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* TV commercials. This was supported by the CRI values of both versions where the value difference was only 0.09. However, each version had its own strengths and weaknesses. *Nikah* or *S2* version of *Fair & Lovely* TV commercialshad the strengths of awareness and intention, meaning that the respondentswere aware of *Nikah* or *S2* version and intended to buy the products more than those of *Goyang Bersih* Jingle version. Meanwhile, *Goyang Bersih*Jingle version of *Fair & Lovely* TV commercials had the strengths ofcomprehension and interest, meaning that the respondents understood (comprehended) the advertising message of *Goyang Bersih* Jingle version and they were interested in the products more than those of *Nikah* or *S2* version of *Fair & Lovely* TV commercials.

The results of independent samples t-test of *Nikah* or *S2* version and *Goyang Bersih*Jingle version of *Fair & Lovely* TV commercials were different from the results obtained from the previous studywhich compared the effectiveness of Yamaha Mio and Honda Vario television commercials. The research of Negara (2010) resulted in the conclusion that there was a significant difference in effectiveness between Yamaha Mio and Honda Vario TV commercials.Using the EPIC Model, Yamaha Mio television ad was more effective than that of Honda Vario.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The research results showed that 39 (14.44%) of 270 respondents did not recognize *Fair & Lovely* products. The CRI value of *Nikah* or *S2* version of *Fair & Lovely* TV commercials was 16.00%, or in **very ineffective** category. The CRI value of *Goyang Bersih*Jingle version of *Fair & Lovely* TV commercials was 15.92%, or in **very ineffective** category.

The results of independent samples t-test which tested the percentages of positive responses to 5 (five) CRI variables showed that there was no significant difference in effectiveness between *Nikah* or *S2* version and *Goyang Bersih* Jingle version of *Fair & Lovely* TV commercials. The t-obtained was 0.058, which was smaller than t-table of 1.648, so H_0 was retained, and the two versions had **no significant difference**.

Suggestions

Based on the research results and the conclusions above, some suggestions can be offered:

- (1) Based on the research results which showed that either *Nikah* or *S2* version or *Goyang Bersih* Jingle version of *Fair & Lovely* TV commercials was very ineffective, it is suggested that the *Fair & Lovely* management, especially the promotion department:
 - a. design more informative ads with more convincing advertising messages and product-related story concepts.
 - b. increase the frequency of ad exposure on television
- (2) For next researchers, it is suggested that:
 - a. the respondents' identities should be more complete, e.g. the respondent's actual age (not just selecting a certain age range), education, and marital status.
 - b. the questionnaire to measure the effectiveness of 2 (two) different advertisements should be made separate so as not to confuse the respondents because the items may be similar.

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