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The Effectiveness of Tropicana Slim Advertising on Television (Quantitative Descriptive Study of the Effectiveness of the Advertisement of Dion Wiyoko on Television in the Society of Surabaya)

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Abstract.Tropicana Slim as a low-calorie sweetener, promotion of products through television media, because it is expected to attract the public to want to buy and consume the product. This study aims to determine and identify quantitatively how much advertising effectiveness Tropicana Slim version of Dion Wiyoko on TV. The theory used is the theory of S-O-R (Stimulus Organism Response) and analysis of DRM (Direct Rating Method) against people aged twenty until seventy-nine years in Surabaya. Testing variables using a Likert scale to one hundred respondents with Quota sampling technique conclusion from this study, that the effectiveness of ads Tropicana Slim version of Dion Wiyoko on television, is effective in attracting attention, understanding, arouse feelings or emotions communities , and is able to increase the desire to buy, to get a value of seventy three-point forty five.

Keywords: *effectiveness, advertising, Tropicana Slim, television*

INTRODUCTION

Communication today has held an important role in the life of society, with the communication of all information and messages can be disseminated to the wider community through the interaction between human beings and other human beings, or between human With the media. One of the communication that is widely used today is to use the mass Media, because of its excellence in touching society broadly and quickly.

One of the mass Media that is the choice is television, because its nature is audio visual, so it has a great potential as an advertising attraction. Television also has two strengths very important for advertising. First, it becomes an effective means of directly indicating the attributes of the products and consumers. Second, television becomes a tool that encourages dramatically the usability portraits and usage descriptions, as well as the brand personality (Kotler and Keller, 2007:247).

These advantages make advertisers a lot of dropping choices on televisions in promoting products. It is attested from the Nielsen Advertising Information

Services data, which reveals that ad spending growth in the first quarter of 2016 shows considerable improvement. More ad spending increases driven by an increase in TV ad spending, whose market share reached 77 percent of total ad spending. Advertising spending on TV throughout the first quarter of 2016 reached Rp.24.2 trillion with the highest portion absorbed during prime time (18.00 - 23.00) of Rp. 6.4 trillion or more than a quarter.

Knowing the many beneficial potentials that can be obtained by advertisers from television, making Nutrifood companies take advantage of these media to advertise. Nutrifood is a national private company engaged in the food and beverage industry, especially food and beverages that provides benefits for freshness, health, and appearance. One of the products produced is Tropicana Slim, which is a low-calorie sweetener product to control blood sugar levels to remain stable.

One of the causes of diabetes is because of the habit of people who like to consume foods or drinks that contain sugar, even this habit is proven by Riskesdas 2013 data, that the pattern of consumption of sweet foods and drinks in the national figures data reached 53.1 percent, or almost half of the number of Indonesians likes the habit of consuming sweet foods and drinks (www.depkes.go.id).

From this fact, Tropicana Slim makes products that are safe for consumption by diabetics or non-sufferers to maintain blood sugar stability. Some awards have also been achieved, namely, Tropicana Slim has been named the Most Recommended Brand in 2013 — Low Calorie Sweetener Category by SWA magazine. In addition, in 2013 Tropicana Slim received an award from Men's Health & Women's Health as the 2013 Indonesia Best Food Choice, Tropicana Slim was the Top Brand in the sugar free sweetener category with an index of 85.0% in 2016.

Although Tropicana Slim has been declared as a low calorie product that is good for diabetics as well as people who want to protect themselves from diabetes, this product still gets low ratings in the community. Many people feel the expenditure is greater than the perceived benefits.

Therefore the company Nutrifood approached the public by broadcasting advertisements on television intensely. The ads that are displayed also have many versions, with different durations. The latest Tropicana Slim ad has a short duration of 15 seconds, so that the ad makes minimal information about the product and the benefits that consumers get when consuming Tropicana Slim.

Some of these reasons make researchers want to know how effective the ad is to attract attention, be easily understood, arouse consumers' feelings, and be able to make consumers take action to buy.

Research respondents for the latest ad Tropicana Slim Version of Dion Wiyoko are Surabaya people who have seen the ad. The reason the author chose Surabaya, is because the city is a big city, with the lifestyle of the majority of people unhealthy. Some of these factors are the reasons that make Surabaya people have the most diabetes sufferers in East Java. The city of Surabaya occupies the first position with a total of 32,382 patients, followed by Gresik Regency which reaches

12,241, Lumajang Regency reaches 6,614 patients (Health Office of East Java Province 2015).

Researchers chose research samples with an age range of 20–79 years. Citing data from the International Diabetes Federation in 2015, diabetics in Indonesia are estimated to reach 8.5 million people aged 20-79 years. With this age range, the community has the potential to be indicated as having diabetes mellitus.

Based on the above background, the researcher will research further about the Effectiveness of Tropikana Slim Ads on Television (Quantitative Descriptive Study of the Effectiveness of Tropicana Slim Ads by Dion Wiyoko on Television in Surabaya Society).

Formulation of the problem.

What is the Effectiveness of the Tropicana Slim Ad version of Dion Wiyoko on Television in Surabaya?

Research purposes.

Based on the background and formulation of the problem above, the purpose of this study is to find out and explain the Effectiveness of Dion Wiyoko's Tropicana Slim Ad on Television in Surabaya Society.

Benefits of Research.

The results of this study are expected to enrich the study of communication science that explains the validity of communication theories regarding the effectiveness of television advertising, then it is expected to be able to broaden people's insights about commercial advertising and analyze its effectiveness, as a scientific medium for implementing science and theory obtained during lectures with conditions which is actually in the field.

THEORETICAL BASIS
Effectiveness.

Effectiveness comes from the effective word base. According to the Big Indonesian Dictionary (1990: 219), the word effective has the meaning of effect, influence, result or can bring results. Based on the description above it can be concluded that effectiveness is a condition that shows the extent to which plans can be achieved.

Ad Effectiveness.

Good or effective advertising understands that people do not buy products, but buy profits from those products and advertisements that get attention and are remembered, and make people act to buy. (Shrimp, 2003: 416).

In measuring advertising effectiveness, a model is used with consideration of consumers who live in complex environments. In general, there are three things that can be used to measure advertising effectiveness, namely: sales, recall, and persuasion.

The effectiveness of advertising related to sales can be known through research on the impact of sales. While the effectiveness of advertising relating to recall and persuasion can be known through research on the effects of communication. The concept of memory can be important, especially aimed at strengthening awareness. While the third criterion, namely, persuasion is related to measuring the impact of consumer understanding of an advertisement (Durianto, 2003: 16).

Television.

According to Effendy (2002: 21) what is meant by television is the media of communication networks with the characteristics possessed by mass communication, which goes one direction, the communicator is institutionalized, the message is general in nature, the target is to create equality, and the communication is heterogeneous.

Strengths and Weaknesses of Television.

Contextually television has three strengths and weaknesses of television Durianto, et al (2003: 35):

1. Cost efficiency

These advantages lead to cost efficiencies to reach everyone.

2. Strong impact

Advertisements on television reach audiences in the form of audio visuals. Advertiser's creativity can be explored and optimized by combining motion, beauty, beauty, color, music, drama, humor, and tension.

3. Strong influence

Like most buyers, television viewers are more likely to choose a product advertised on television than a product they are not familiar with.

Advertising on television has weaknesses, namely:

1. High Cost.

The cost of advertising to reach each person is relatively lower. The absolute cost of advertising on television is high.

2. Non-selective society.

Television viewers are many and broad. Ads displayed on television may reach markets that are inappropriate and not selective.

3. Technical difficulties.

Advertisements on television are not easily changed, so they are often inflexible. Advertiser needs are urgent in the face of certain events, often the advertiser will face technical difficulties to change schedules and showtimes.

Advertisement.

Advertising is one of the best known and most discussed forms of promotion, this is possible because of its wide reach. British Institute of Advertising Practitioners (Jefkins, Frank: 1997).

Advertising Function.

There are several functions of an advertisement, including:

1. Advertising carries out an "information" function, namely communicating products, features, and location of sales, and informing consumers about the latest products.

2. Advertising operates a "persuasive" function, which is to try to persuade consumers to buy certain brands or change people's attitudes towards products or companies.

3. Advertising carries out a "reminder" function, that is, the advertisement constantly reminds consumers of a product so that they continue to buy the advertised product without regard to its competitors' brands. (Lee Monle & Johnson Carla, 2004: 10)

Purpose of Advertising.

The purpose of advertising activities according to Kustadi Suhandang in a book titled Advertising (management, tips and strategies) in 2010 are:

1. Establish audience awareness to know everything about certain goods or services (offered).

2. Creating a sense of audience in such a way that likes and chooses the goods or services offered.

3. Encourage the audience to think and act (buy) and use the goods or services offered.

Society as an Audience.

Society is a group of individuals who have a common interest and have a distinctive culture and institution. The audience is the determining factor for the success of communication, the measure of success carried out by the communicator is if the messages conveyed through the channel / medium received up to the target audience, are understood, and get a positive response, in the sense in accordance with the communicator's expectations.

In the process of mass communication, Schramm mentioned that before the communicator influences the audience through the messages it conveys, the audience first influences the communicator. That is why communicators will try to collect data and information about the characteristics of individuals or groups, atau audience to be targeted.

METHODOLOGY

Population, Samples and Sampling Techniques.

Population.

Population is a generalization area that consists of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. (Sugiyono, 2008: 80).

The population in this study is the Surabaya city community with an age range between 20-79 years, who have seen and received exposure to Dion Wiyoko's Tropicana Slim ad on Television assuming the respondent understands what is being researched, which in turn will affect the accuracy of the data generated . The population was taken from the population of the city of Surabaya, which totaled

2,848,583. The total population of Surabaya City aged 20-79 years is 1,898,488 people (BPS in 2014).

Samples and Sampling Techniques.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2008: 81). The technique used in sampling is Nonprobability sampling technique, namely Quota Sampling. Quota sampling is a technique that does not base itself on the strata or region, but bases itself on a predetermined amount.

The author needs to establish a sample that is considered to represent a smaller population and is considered representative. The population of the city of Surabaya, aged 20-79 years, is 1,898,488 inhabitants, with the formula for calculating the sample size using the Yamane Formula, as many as 100 people.

The amount is considered representative to represent the entire existing population. In this research conducted in Surabaya City, the sample taken by taking into account several characteristics such as, Surabaya City residents, aged 20-79 years old, and have seen a Dion Wiyoko version of Tropicana Slim advertisement. After the quota is met, data collection is stopped.

Data collection technique.

Data collection techniques in research is to use a questionnaire as a source of primary data. According to Sugiyono in his book entitled Quantitative, qualitative and R&D research methods (2008: 142) that the questionnaire is a data collection technique carried out by giving a set of questions or written statements to the respondent to be answered.

Data analysis technique.

The effectiveness of advertising is measured using the Direct Rating Method which includes five things, namely: attention, comprehension (readthrough), cognitive response, affective response, and attitude towards advertising (behavioral). To find out the effectiveness of advertising with DRM, a simple tabulation analysis and average calculation are used, as follows:

1. Simple Tabulation Analysis

In a simple tabulation analysis the data obtained is processed in the form of a percentage

$$P = \frac{fi}{\sum fi} \text{ x } 100\%$$

Information:
P = percentage of respondents who chose a certain category
fi = number of respondents who chose a particular category
$\sum$fi = number of respondents
2. Average score

Each respondent's answer to each question is given a weight. The way to calculate a score is to add up the total product times the value of each weight divided by the total number of frequencies

$$x = \frac{\sum fi.wi}{\sum fi}$$

Information:

x = weighted average

fi = frequency

wi = weight

After that the range of research scale is used to determine the position of respondents' responses by using the scores of each variable. The alternative weight of the answer formed from the warning scale technique consists of a range of 1 to 4 which represents a very negative position to a positive position. Next range the scale with the formula, as follows:

$$Rs = \frac{R(bobot)}{M}$$

The range of Likert scale used in this study is 1 to 4, then the range of research scales found is

$$Rs = \frac{4-1}{4} = 0,75$$

The results of the average total score on each variable to include in the scale range to determine whether the variable is effective or not.

The DRM formula =

$$\overline{xi} \, ? \, \text{Total skor rata} - \text{rata} \, x \frac{20}{4}$$

Information:

$\overline{xi} \, ? =$ nilai DRM per indikator

Then the results are converted to the Direct Rating table.

After the average score is calculated, the next step is to multiply (5) five of each total average scores, so that an outcome is found, which is then added together. The number of the number will be included in the range of the DRM scale, to determine whether the ad is effective or not.

RESULTS AND DISCUSSION
Classification of Respondents.
Age.

Of the 100 respondents who answered the questionnaire that was given, it can be seen the age of the respondents ie respondents aged 20-30 years there were 95 people, there were one person aged 31-40 years, aged 41-50 years three people, aged 51-60 years one people, whereas ages 61 and above do not exist.

Gender.

Of the 100 respondents who answered the questionnaire that was given, it can be seen the gender of the respondents ie 75 women, and 25 men.
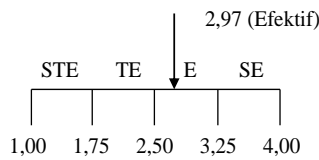
Last education.

Of the 100 respondents who answered the questionnaire that was given, it can be seen that the last education of the respondents were 71 students, six employees, four entrepreneurs, eight professionals, and eleven others.

Media exposure.

The data in this section is data obtained based on information sources. Filter questions include the frequency and duration of watching Dion Wiyoko's Tropicana Slim ad on television. For the frequency of watching advertisements as many as 95 people watch advertisements three to eight times there are 95 people, then as many as five people watch nine to 14 times. Of the 100 respondents who answered the questionnaire that was given, it can be seen the duration of watching the advertisement in one broadcast of the respondents ie seven to nine seconds as many as 27 people, 10-12 seconds as many as 44 people, and 13-15 seconds as many as 29 people.

Analysis of Ad Effectiveness Data.

The effectiveness of each dimension is measured by finding the mean or mean. The scale of the study was used to determine the position of respondents' responses by using the scores of each variable. The alternative weight of the answer formed from the warning scale technique consists of a range of 1 to 4 which represents a very negative position to a positive position. And from the results of the distribution of questionnaires conducted will be presented respondents' responses regarding research variables, such as attention variables, understanding variables, cognitive response variables, affective response variables, and behavioral response variables. Here are the results of the average total score of each variable:

1. Attention Variable
Of the 13 questions on the variables of attention, such as needs, level of adaptation, attitude, attention span, size, color, intensity, contrast, position, movement, novelty, stimulating stimulus, and interesting spokesperson. The average total score is 3.02, which means that advertising in this dimension is effective

2. Understanding Variables.
From 7 questions on understanding variables such as stimulus categories, elaboration of stimulus, motivation, knowledge, perception, linguistics, and context. The average total score is: 2.97, which means that advertising in the understanding dimension is effective.
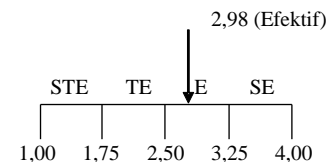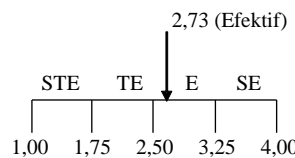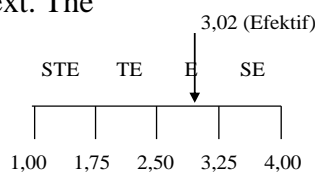
1. Cognitive Response Variable

Of the 3 questions on the dimensions of cognitive response such as the impression of the product, the impression of the source of the message, and the impression of the attractiveness of advertising. The average total score is: 2.99 which means that advertising in the dimension of cognitive response is effective.

2. Affective Response Variables

Of the 3 questions on the dimensions of affective response, such as desire, preference, and position. The average total score obtained is: 2.98 which means that advertising in this dimension is effective.

2,99 (Efektif)

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                STE    TE   E    SE
               1,00  1,75 2,50 3,25 4,00
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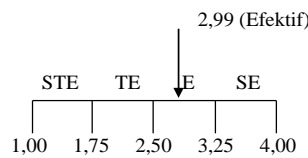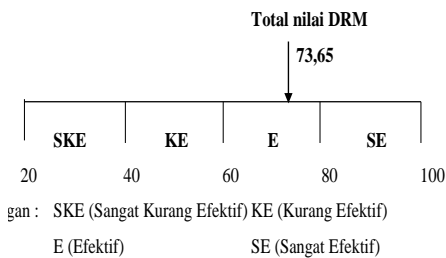
1. Behavior Response Variable

Of the 2 questions on the behavioral dimension, such as Response likes advertising, and intends to buy Tropicana Slim products. The average total score is 2.73, which means that advertising in this dimension is effective.

Conclusion Effectiveness of Ads with DRM.

Based on respondents' responses to the Tropicana Slim advertisement version of Dion Wiyoko on television in Surabaya people aged 20-79 years, a total average score of 73.45 was found, which means that the ad is in the effective scale range. This was found by using the calculation of the average total score of DRM on the five variables of attention, understanding, affective response, cognitive response, and behavioral response. Calculate DRM by adding up the results of each multiplication.

Total nilai DRM

73,65

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        SKE      KE      E      SE
       20       40      60     80     100
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gan : SKE (Sangat Kurang Efektif) KE (Kurang Efektif)

E (Efektif)   SE (Sangat Efektif)

CONCLUSION

Based on the results of the analysis of the measurement of advertising effectiveness with the Direct Rating Method (DRM), which is measured based on five variables (attention, understanding, cognitive response, affective response, and behavioral response), it can be concluded that the level of effectiveness of Dion

Wiyoko's Tropicana Slim advertisement on Television, is included. in the Effective ad scale range, with a score of seventy-three point forty-five. This indicates that the Tropicana Slim ad version of Dion Wiyoko on Television is effective in informing, persuading, motivating, and able to make the people of Surabaya take action to buy and consume the product.

As revealed by Durianto, et al (2003), that in the DRM method the higher the rank obtained by an ad, the higher the likelihood that the advertisement is effective, but conversely if the lower the rank obtained by an ad, the more it is known that the ad is under effective or ineffective .

Suggestion.
Here are the researchers' suggestions for advertisers, as follows:
a. Advertisers should pay more attention to the contents of the message to be displayed, because the shorter the duration, the more minimal the message inside, so the advertiser is expected to be able to communicate the benefits and usefulness of the product even though the duration is short. An explanation of the benefits of the product is important, because people basically do not buy the product, but buy profits from the product (Shrimp, 2003: 416).
b. Paying more attention to the innovation and intensity of ad serving, even though Dion Wiyoko's Tropicana Slim ad has varied story ideas, if there isn't anything prominent in the ad it will get the same impression of the other versions. The intensity of ad serving needs to be considered, given the quite large number of Tropicana Slim advertisements on Television, the more often the public receives advertisements, makes it possible to make people feel bored, and does not really consider the advertisement important.

BIODATA
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