

THE EFFECT OF VIDEO ADVERTISING CONTENT OREO WONDERFILLED TALE FEAT, YUNA, GAC, THE RANSOM COLLECTIVE #WONDERFILLED VERSION ON CONSUMER RESPONSE

(Descriptive Quantitative Study on Bandung City Community)

Zakkie Dwi Putra Syavitri
Faculty of Communication and Business
Telkom University
Bandung, Indonesia
zakkie879@gmail.com

Rah Utami Nugrahani
Faculty of Communication and Business
Telkom University
Bandung, Indonesia
rutamin@telkomuniversity.ac.id

Abstract— YouTube is one of the media social of web video sharing often used as an advertising medium. Companies that use YouTube as an advertising medium is PT. Mondelez Indonesia with product is Oreo using video ads, an ads that the same as in the television media. Video ads are used in this study are video ads Oreo version Wonderfilled Tale, Feat, Yuna, GAC, The Ransom Collective #Wonderfilled uploaded on October 13th, 2016. Based on the statistic data that is viewed on YouTube, researchers are interested to know what video content advertising Oreo version Wonderfilled Tale, Feat, Yuna, GAC, The Ransom Collective #Wonderfilled on the response of the customer using the model AISAS. The purpose of the research was to influence of video content advertising Oreo to attention, interest, search, action, and Share. This research uses descriptive research method is causal. Sampling techniques in this study using the incidental sampling to 100 respondents by distributing questionnaires to people in the city of Bandung. Data analysis technique used descriptive statistics and simple regression analysis. The research result showed respondents to the video content ads Oreo 79,82 %, while for attention 79,8%, interest 75.35%, search 68.8%, action 71%, and share 67%. While the results of a simple regression content of video ads Oreo a significant impact of 0,086 to attention, 0,291 to interest, 0,158 to search, 0,249 to action, and 0,138 to share. It means that the content of video ads Oreo having influence a significant impact on consumer response with AISAS model.

Keywords— *Video advertising, Consumer Response, AISAS.*

I. INTRODUCTION

The development of digital technology that every year has increased this affect all aspects of human life. Almost no aspect of human life is untouched by digital devices. As now for community socialization facilitated by the existence of social media. Social media facilitates socialization, because social media can communicate with anyone without any geographical, social, racial, ethnic and religious boundaries.

From the data in a survey conducted by the Association of Internet Network Providers Indonesia (APJII) based on existing news from tekno.kompas.com (accessed on December 19, 2016 at 19:30) [12] internet users in Indonesia until the year 2016 is about 132.7 million people in Indonesia are connected on the internet, while the total population of Indonesia itself is 256.2 million inhabitants. The presence of digital media today and also supported by internet users in Indonesia is great, will make it easier for companies to interact with customers.

Marketing communications are an important aspect of the overall marketing mission as well as the decisive success of marketing (Terence A. Shimp, 2003: 4) [4]. One of the digital media used to advertise is YouTube. YouTube is the largest shared video sharing website, founded by 3 paypal employees on February 15, 2005. Be the # 3 most visited site by the community. In addition youtube also provides a choice of types of advertising that can be used by producers or business actors to introduce or promote their products. Therefore, manufacturers and some companies began to look at using digital media to advertise primarily YouTube.

One company that started switching to use digital media especially YouTube is PT. Mondelez that produces Oreos. Oreo itself is a kind of snacks of sandwich biscuits, there are several sandwich biscuit companies that also rush ads in YouTube media, such as Rome grain juice and Slai O'lai. The following table advertisement is a sandwich biscuit company that advertises on YouTube

Table 1. 1
Biscuit Companies Who Advertise Using Youtube

| No. | Brand | Total Video ads on YouTube |
|-----|---------------------|----------------------------|
| 1. | Oreo | 178 Video |
| 2. | Slai O'lai | 14 Video |
| 3. | Roma Sari Gandum | 5 Video |

source: author

From the data above looks Oreo is a company that often use YouTube as a medium to advertise, because for now Oreo more focus with the purchase of advertising using YouTube. This is because there is a shift in the pattern of community behavior because it is caused by a smartphone. Even in United States of America, Oreo has reduced the cost to advertise on television by 50%, as reported by vibizmedia.com (accessed on December 20th, 2016, at 12.00). [13].

Some of the Oreo ads uploaded on YouTube are, Come on, FUN BARENG MINI OREO, Oreo - Wonderfilled Tale feat. Yuna, GAC, The Ransom Collective #Wonderfilled, More Oreo delicious for you!, Oreo - Open Up Dance Video #OpenUp #Wonderfilled remix, Imagine if I give you Oreo for Jakarta, Full Oreo Miracle_60s, etc. Actually there are many more Oreo uploaded ads on YouTube.

When viewed on the Oreo Asia page on YouTube Ad Oreo - Wonderfilled Tale feat. Yuna, GAC, The Ransom Collective #Wonderfilled ad uploaded on youtube by Oreo Asia. Advertisement Oreo - Wonderfilled Tale feat. Yuna, GAC, The Ransom Collective #Wonderfilled was uploaded about 3 months ago by the Oreo Asia on October 13th, 2016. In a relatively short period of time the ad has been watched as much as 13. 197. 515, almost the same as the Oreo-Open Up Dance Video #OpenUp #Wonderfilled remix getting the most watched ad show with total viewers 13. 675. 701, but uploaded about 9 months ago, exactly on April 6th, 2016.

Bandung city society recorded in the data of the Department of Population and Civil Registration as many as 3,960,664 inhabitants. According to a survey of Bank Indonesia, Bandung city people ranked second on the island of Java in a survey of consumer confidence index reported by bi.go.id (accessed on February 7, 2017, at 18.00) [14]. This consumer confidence index is how sure people in one region willing to spend money to shop, where the Regional Minimum Wage Bandung city community in 2017 amounted to 1.420.624 according to bisnis.liputan6.com (Accessed May 3rd, 2017 At 23.20) [15]. In addition, in 2013 the Office of Communications and Information recorded as many as 579,000 people in Bandung have been connected to the internet reported in kominfo.go.id (Retrieved on May 3rd, 2017 at 22.38) [16].

Response plays a key role in helping consumer behavior, where brand responses affect consumers to buy or not from a product. A positive response to the brand will allow consumers to make purchases on the product, but a negative response will deter consumers from making purchases. According to Swasta and Handoko (1997:91) cited in Diah Dharmayanti's article (2006: 66) [11] the response is predisposing (circumstances are susceptible to environmental stimuli that can initiate or guide the behavior of the person.) According to Engel, Blacwell, Minniard (1993: 336) [1] defines response as a comprehensive evaluation that enables people to act in a profitable or unfavorable manner consistently with respect to the given object. Therefore the researcher wants to know the extent to which the consumer response level to the Oreo video content of the Wonderfilled Tale feat. Yuna, GAC, The Ransom Collective #Wonderfilled.

To find out how far the level of consumer response to the content of video ads Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled researchers based on AISAS model that is formed from several aspects of Attention, Interest, Search, Action, Share. The AISAS model was introduced by Dentsu to replace the AIDMA model, due to shifting patterns of consumer behavior. Changes in consumer behavior patterns is driven by the development of information technology and the internet is very fast.

Research Question

1. How the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer attention?
2. How the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled on consumer interest?
3. How the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer search?
4. How the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer action?
5. How the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer share?

Research Objectives

Based on the description of the above problem formulation, the objective of this study are as follows:

1. To know the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer attention.

2. To know the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer interest.
3. To know the effect of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer search.
4. To know the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer action.
5. To know the influence of video advertising Oreo Wonderfilled Tale feat version. Yuna, GAC, The Ransom Collective #Wonderfilled to consumer share.

II. LITERATURE REVIEW

2.1 Advertisement

Advertising is any form of nonpersonal communication regarding a product organization, service, or idea paid by a single sponsor is known. The purpose of 'paid' on the definition shows the fact that space or time for an advertising message in general must be purchased. The meaning of the word 'nonpersonal' means an advertisement involving mass media (TV, radio, magazines, newspapers) that can send messages to a large number of individual groups at the same time. The nonpersonal nature of advertising means there is generally no opportunity to get immediate feedback from the recipient of the message (except in the case of direct response advertising) (Morissan, 2014: 18) [3].

2.2 Internet Ads

Online ads only place ads on the Internet. Of course, this is not just limited to computers, digital advertising can be found anywhere you access the web, for example, via a mobile device. The main purpose of online advertising is to increase sales, increase brand awareness and increase market share. Of course, online advertising follows the behavior of web users. Digital advertising is not limited to one particular media or location, it can be placed almost anywhere on the web and can consist of images, text, video, interactive elements, and even games (Stokes, 2013: 294) [5].

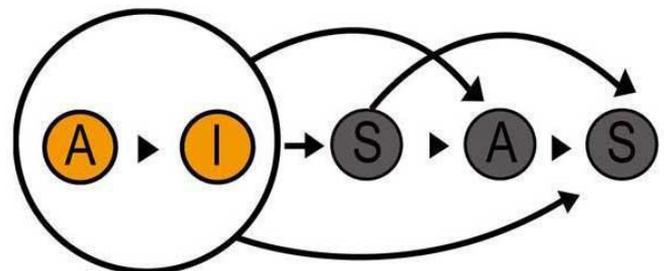
Laudon & Tarver (2014: 347) [2] describes some frequently used internet advertising displays:

1. Banner Ads, is the oldest form and most often used for display marketing. They are also the most effective and have the lowest cost of online marketing. A banner ad displays a promotional message in a rectangular box at the top or bottom of the computer screen.
2. Rich Media, is an ad that uses animation, sound, and interactivity, using Flash, HTML5, Java, and JavaScript.
3. Video Ads, is the same video ads with ads on television, but video ads using the media on the internet.

2.3 AISAS

AISAS is a comprehensive model that anticipates a wide range of modern consumer behavior, and at the same time AISAS serves as a model that operates according to real-world activities. The AISAS model plays an important role in Cross Communication design. Marketers are required to be strategic in designing mechanisms that will capture the hearts of consumers in every AISAS process. Companies are required to not only rely on advertising but also the company's relationship with consumers. Companies must be able to lead consumers to pay attention, and also must be able to create consumer interest to the product. After generating interest the company must be able to make consumers to search information about the product, or learn about the product. The consumer then makes an overall assessment based on the information collected and the information presented by the company, taking into account the comments and opinions of those who have purchased and used the product or service. If successful, then becomes a firm decision to take action purchase. After purchase, the consumer becomes an information transmitter by word of mouth, by talking to others or posting comments and impressions on the internet (sharing) (Sugiyama & Andree 2011: 81) [6].

**Gambar 2. 1
AISAS**



source: Sugiyama & Andree (2011: 80)

III. METHODOLOGY

This research uses quantitative research using descriptive and causal method. Descriptive research method according to Kerlinger quoted by Sugiyono (2008: 11) [8] in his book business research method describes descriptive research method is research done to know the value of independent variable, either one variable or more (independent) without making comparison or connect with other variables. Descriptive research method in this research is used to know consumer response to video advertising content Oreo Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled. While the causal method is a study that wants to see whether a variable that acts as an independent variable affect the other variables that become the dependent variable. The method of causal research in this research is used to answer the formulation of this research problem that is, the variable of video advertising content of Oreo version "Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled" influencing consumer response variable.

In this study there is dependent variable which is Consumer Response and independent variable is video content advertising Oreo version "Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled". Subvariables of consumer response are Attention, Interest, Search, Action, and Share. In obtaining the data in this study the researchers used the questionnaire method. According to Sugiyono (2007: 142) [7] questionnaire is a technique of data collection conducted by giving a set of questions or written statement to the respondent to answer. The questionnaire includes the various instruments in which the subject responds to writing questions to gain reactions, beliefs, and attitudes (Suharsaputra, 2012: 97) [10]. In obtaining the data of the questionnaires the researcher uses incidental technique of the sample that is the technique of determining the sample by chance, ie anyone who by chance met with the researcher can be used as sample, when viewed by the person who happened to meet it as the data source (Sugiyono, 2008: 122) [9]. Samples in this study Bandung city people aged ranging from 17-32 years, the results of calculations based on data from the Department of Population and Civil Registry Bandung as many as 534.828 people. Therefore the researcher used Slovin formula with error rate of 10% and obtained samples in this study as much as 99.98 respondents, and to anticipate data that is not valid rounded to 100 respondents.

IV. RESULT AND DISCUSSION

4.1 Descriptive Analysis

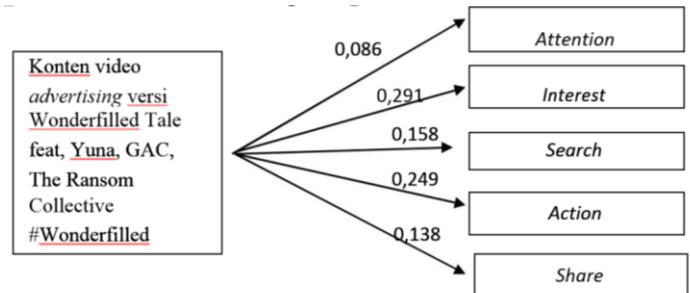
In this research video content advertising Oreo version of Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled using 2 components, namely audio compoenen and also visual components. Based on the total research total score or percentage of total video content advertising content Oreo Wonderfilled Tale Feat version, Yuna, GAC, The Ransom Collective #Wonderfilled is 4789 or 79.82%. If viewed using the continuous line of video content advertising Oreo version of Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled fall into either category.

In this research, the researcher wanted to see the consumer response to the video content of Oreo advertising version of Wonderfilled Tale Feat, Yuna, GAC, The Ransom Collective #Wonderfilled. Consumer response is measured by using AISAS Model that is attention, interest, search, action, and share. Based on the study of the variable attention get the total score or percentage score of 798 or 79.8%, when viewed using the continuum line into the good category. Interest variable get total score or percentage score as much as 1507 or 75,35%, if seen using line continuum enter in good category. Variable search get total score or percentage score as much as 688 or 68,8%, if seen using line continuum enter in category good enough. The action variable gets a total score or percentage score of 1065 or 71%, when viewed using the action continuum line entered in either category. While the share variables get a total score or percentage score of 670 or 67%, when viewed using a continuum share line entered in the category quite well.

4.2 Simple Regression

Regression analysis in this research to know the influence of video advertising advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled (X) to consumer response (Y).

**Picture 4. 1
Simple Regression Model**



Source: Author

**Table 4. 1
Simple Regression**

| Estimate | Constant | B |
|-----------|----------|-------|
| Attention | 3,367 | 0,086 |
| Interest | 1,754 | 0,291 |
| Search | 0,468 | 0,158 |
| Action | 0,222 | 0,249 |
| Share | 0,771 | 0,138 |

Source: Author

Based on research data above can be seen there is influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to attention. The influence that occurs can be shown with the results of hypothesis testing on this research. The sig value is 0.00 < 0.10 (10%) and the t count of 4.736 > t table of 1.292. Video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively affect the attention can be seen in table 4.1 or seen from the following formula:

$$"Ŷ = 3,367 + 0.086X"$$

Based on research data above can be seen there is influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to the interest. The influence that occurs can be shown with the results of hypothesis testing on this research. The sig value is 0.00 < 0.10 (10%) and the t count of 11.925 > t table of 1.292. Video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively affect the interest can be seen in table 4.1 or seen from the following formula:

$$"Ŷ = 1.754 + 0.291X"$$

Based on the above research data can be seen there is the influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to search. The influence that occurs can be shown with the results of hypothesis testing on this research. The sig value is $0.00 < 0.10$ (10%) and the t count of $9,666 > t$ table of 1.292. Video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively affect the search can be seen in table 4.1 or seen from the following formula:

$$" \hat{Y} = 0.648 + 0.158X "$$

Based on the above research data can be seen there is the influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to action. The influence that occurs can be shown with the results of hypothesis testing on this research. The sig value is $0.00 < 0.10$ (10%) and the t count of $11.529 > t$ table of 1.292. Video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively affect the action can be seen in table 4.1 or seen from the following formula:

$$" \hat{Y} = 0.222 + 0.249X "$$

Based on the above research data can be seen there is the influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to share. The influence that occurs can be shown with the results of hypothesis testing on this research. The sig value is $0.00 < 0.10$ (10%) and the tcount of $8,004 > t$ table of 1.292. Video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively affect the share can be seen in table 4.1 or seen from the following formula:

$$" \hat{Y} = 0.771 + 0.138X "$$

To find out how much influence the video content advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to the attention, interest, search, action, and share researchers using correlation analysis and calculation coefficient of determination.

From the correlation analysis obtained how much influence the video content advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to the attention of 0.432 included in the category of being. While viewed from the calculation of the coefficient of determination of 0.186 or 18.6% changes that occur to consumer attention is influenced by the video advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled. While the remaining 81.4% influenced by other factors not observed in the study. While the interest of 0.769 included in the strong category. While seen from the calculation of the coefficient of determination of 0.592 or 59.2% changes that occur against consumer interest is influenced by the video advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled. While the remaining 40.8% is influenced by other factors not observed in the study. Against the search of 0.699 included in the strong category. While viewed from the calculation of the coefficient of determination

of 0.488 or 48.8% changes that occur to the consumer search is influenced by the video advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled. While the remaining 51.2% influenced by other factors not observed in the study. Against the action of 0.759 included in the strong category. While viewed from the calculation of the coefficient of determination of 0.576 or 57.6% of changes that occur against consumer action is influenced by video advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled. While the remaining 42.4% influenced by other factors not observed in the study. Against the share of 0.629 included in the strong category. While viewed from the calculation of the coefficient of determination of 0.395 or 39.5% changes that occur to the consumer share is influenced by the video advertising Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled. While the remaining 60.5% influenced by other factors not observed in the study.

V. CONCLUSION

Based on the results of data processing and data analysis on the influence of video advertising content Oreo Wonderfilled Tale feat version, Yuna, GAC, The Ransom Collective #Wonderfilled to the consumer response using AISAS model, the conclusion obtained as the objectives in this study are as follows:

1. Based on simple regression calculation can be seen that independent variable that is video content advertising Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have positive effect to consumer attention, whereas if seen based on calculation of correlation coefficient video advertising content Oreo version Wonderfilled version Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled has a moderate effect on consumer attention.
2. Based on simple regression calculation can be seen that independent variable that is video content advertising Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have positive effect to consumer interest, whereas if seen by calculation of correlation coefficient video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have a strong influence on consumer interest.
3. Based on simple regression calculation can be seen that independent variable that is video content advertising Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively influence to consumer search, whereas if seen based on calculation of correlation coefficient video advertising content Oreo version Wonderfilled version Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have a powerful influence on consumer search.
4. Based on simple regression calculation can be seen that independent variable that is video content

advertising Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled positively influence to consumer action, whereas if seen by calculation coefficient correlation video advertising content Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have a powerful influence on consumer action.

5. Based on simple regression calculation can be seen that independent variable that is video content advertising Oreo version Wonderfilled Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled have positive effect to consumer share, whereas if seen based on calculation of correlation coefficient video advertising content Oreo version Wonderfilled version Tale feat, Yuna, GAC, The Ransom Collective #Wonderfilled has a strong influence on consumer share.

References

- Book**
- [1] Engel, James F. Roger D. Blackwell. Paul D. Miniard 1993. Consumer Behaviour. Seventh Edition. Orlando. The Dryden Press.
- [2] Laudon. K.C & Traver C.G. 2014. E-commerce business, technology, society. New Jersey. Pearson.
- [3] Morissan. 2014. Periklanan: Komunikasi Pemasaran Terpadu. Jakarta. Kencana.
- [4] Shimp. Terence A. 2003. Periklanan Promosi: Komunikasi Pemasaran Terpadu jilid 1. Jakarta. Erlangga.
- [5] Stokes, Rob and the Minds of Quirk. 2013. eMarketing, The essential guide to marketing in a digital world. Cape Town. Quirk Education Pty.
- [6] Sugiyama, Kotaro & Tim Andree. 2011. The Dentsu Way: Secrets of Cross Switch Marketing From The World's Most Innovative Advertising Agency. United State. MCGraw Hill Education.
- [7] Sugiyono. 2007. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung. Alfabeta.
- [8] Sugiyono. 2008. Metode Penelitian Bisnis. Bandung. Alfabeta.
- [9] Suharsaputra, Uhar. 2012. Metode Penelitian: Kuantitatif, Kualitatif, dan Tindakan. Bandung. Refika Aditama.
- Journal**
- [10] Dharmayanti, Diah. 2006. Analisa Sensivitas Respon Konsumen Terhadap Ekstensifikasi Merek (Brand Extention) Pada Margarine Merek Filma Di Suraybaya. Jurnal pada Program Studi Manajemen Pemasaran. Surabaya. Universitas Kristen Petra.
- Internet**
- [11] <http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.cap.ai.132.juta>. (retrieved at Desember 19th 2016 , 07.30 pm)
- [12] <http://vibizmedia.com/2015/10/26/perusahaan-oreo-ini-mulai-beralih-ke-iklan-media-digital/> (retrieved at Desember 20th 2016, 12.00 pm)
- [13] <http://www.bi.go.id/id/statistik/metadatasurvei/Contents/Default.aspx> (retrieved at Februari 20th 2017, 06.00 pm)
- [14] https://statistik.kominfo.go.id/site/data?idtree=424&iddoc=1186&data-data_page=7 (retrieved at Mei 3rd 2017, 10.38 pm)
- [15] <http://bisnis.liputan6.com/read/2649470/daftar-lengkap-kenaikan-ump-2017-di-34-provinsi> (retrieved at Mei 3rd 2017 , 11.20 pm)