Analysis of the Effectiveness of Pantene Bye #RAMBUTCAPEK Ads with the AISAS Method

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Article Info	ABSTRACT
	Advertising on Pantene shampoo uses Youtube social media as a promotional medium. The phenomenon that occurred, based on data on the number of viewers on Pantene Bye #RambutCapek advertisements, increased by 22,955,186 million in less than a month at the beginning of the year 2022. This research is entitled "Analysis of the Effectiveness of Pantene Bye #RambutCapek Ads with the AISAS method" by using the Descriptive Quantitative method and taking samples in this study using nonprobability sampling methods with purposive sampling techniques. The sample taken amounted to 100 respondents who were calculated using the slovin formula. The results of the analysis of the AISAS method (Attention, Interest, Search, Action, Share) the effectiveness of Pantene youtube advertising with the results of the average Attention score of 90.8% which is categorized as Excellent, Interest of 74.4%, Search of 61.3%, Action of 61.6% with Good cartegory and Share of 58.4% which is categorized as average.

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1. INTRODUCTION

Pantene is a brand of shampoo launched by PT Procter &Gamble (P&G) in Europe in 1945 (wikipedia). In 1994, after being launched in 55 countries, one of which was Indonesia. Pantene 2 shampoo is the number one hair care brand worldwide with sales reaching more than $1 billion. Various efforts have been made by PT Procter & Gamble (P&G) in promoting Pantene brand shampoo to win the competition, especially marketing its products in Indonesia through promotions using advertising strategies. Pantene brand shampoo carries out advertising promotion strategies above the line and below the line so that consumers are aware of the advertisements of Pantene brand shampoo products. Above the line promotion can be seen from advertisements aired in mass media with the

concept of messages in advertisements that are less but communicated consistently and not much change will be effective in providing top of mind awareness.

Pantene brand shampoo has various advertising promotion strategies using social media, one of which is YouTube. Some of these promotional strategies encourage Pantene brand shampoo to become the Top Best-selling Shampoo Brands 2021 in the Indonesian market. The following is the data of Top Best-selling Shampoo Brands 2021.

Figure 1.1 Top Best-selling Shampoo Brands 2021
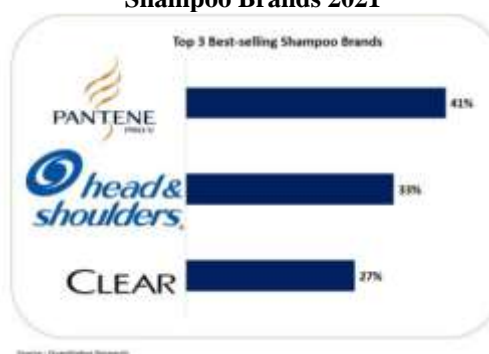
Based on Figure 1.1 Top Best-selling Shampoo Brands 2021, it can be seen that Pantene brand shampoo is the Top Best-selling Shampoo Brands in 2021. In the Index Shampoo Best-selling Brands, Pantene brand shampoo occupies the first position, reaching 41%, followed by Head & Shoulders brand shampoo reaching 32% and Clear brand products reaching 27%. Achievement as the Top Best-selling Shampoo Brands in 2021 is the impact of promotion through advertising carried out by PT. Procter &Gamble (P&G) in promoting the Pantene brand shampoo in Indonesia through an advertising series, one of which is aired through YouTube social media with the advertising version #RambutCapek, #PantenGold, #ByeLepek, #KuatLawanPolusi, #SelenaXPantene.

Table 1.1
Number of Pantene Ad Viewers

No.	Pantene Shampoo Ad Version	Published	Watch
1	#HairTired	January 2, 2022	22.955186
2	#PanteneGold	January 4, 2021	1.944.131
3	#ByeLepek	March 14, 2018	76.557
4	#StrongFightPollution	September 15, 2017	43.727
5	#SelenaXPantene	July 21, 2016	1.944.105

Source: Data processed, 2022

Based on table 1.1 the number of viewers of pantene brand shampoo advertisements, the ad with the Bye #RambutCapek version managed to become the highlight of social media. The ad was able to steal the public's attention and the video managed to penetrate 22,955,186 impressions in less than a month. Pantene ad version Bye #RambutCapek, this video tells a story of a man with long hair that is difficult to manage by using shampoo alone is not enough so, no more tired hair, hair becomes strong to charge. The ad also has its own uniqueness for haircare promotion in Indonesia by using male models in promoting shampoo products specifically for women. This is the latest

breakthrough for Pantene brand shampoo in promoting ads through social media. The high enthusiasm of the audience is an interesting phenomenon to research

One good way to measure the effectiveness of advertisements from social media is by using the AISAS method (Attention, Interest, Search, Action, Share) is a method that is still relatively new, this method is a development of the AIDA method (Attenion, Interest, Desire, Action) which is used to measure effectiveness on a particular object. The difference between the AIDA method and the AISAS method is that the AISAS method is more interesting than the AIDA method. Because AISAS can measure an object from the aspects of Search, Action, and Share so that it can be known more deeply about the extent of the activeness of a particular subject to the efforts made in an advertisement. Measuring the effectiveness of advertisements on social media is very important to find out whether the promotional efforts that have been made are beneficial to consumers and can attract a sense of desire to make purchases.

Promotion Mix

Promotion Mix is a combination of promotional elements that companies use to persuade potential customers and subscriptions to make purchases of marketed products (Saputra and Yusa 2019). Marketing Mix is a set of controlled marketing variables that companies combine to generate responses (Pratama, Dkk, 2019).

The variables in the Promotion Mix consist of (Saputra and Yusa, 2019).

a. Advertising: A form of presentation and promotion of ideas, goods or services paid for by an identified sponsor.
b. Promotion: Sales A variety of short-term intensives intended to induce trial or purchase of products or services.
c. Publicity: A wide range of programs designed to promote and protect the image of a company or its individual products.
d. Personal Selling: Face-to-face with one or more prospective buyers to make direct presentations, answer questions, and secure orders.
e. Direct Selling: The use of mail, telephone, facsimile, email, and other nonpersonal communication tools to communicate directly with customers and potential customers.

Advertisement

Advertising is the use of paid media by a seller to communicate persuasive information about products (ideas, goods and services) and organizations as a powerful promotional tool (Pratama, Dkk 2019). That advertisements usually contain information wars that seek to influence buying attitudes and direct consumer behavior (Girsang, 2017).

Furthermore, reviewing advertising based on its nature, advertising consists of two parts, namely (Girsang, 2017):

1. Commercial advertising, which is an advertisement that communicates trade matters, is often called "commercial advertising". Commercial advertising is a marketing campaign for a product or service published in mass media and other media.

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2. Non-commercial advertising, which is advertising that communicates about social matters, is often called "community service advertising (PSA)" PSAs are part of a social marketing campaign that aims to "sell" ideas or ideas for the benefit of public service (Cannon et al in Dewi Rossa Indah and Zenita Maulida 2017), the purpose of an advertisement is :

1. Helps position the brand or marketing mix by informing and persuading target customers or intermediaries of its benefits.
2. Helps introduce new products to specific target markets.
3. Assist in obtaining the desired outlet and inform customers where to purchase the product.
4. Provides continuous contact with target customers, even when no sales force is available.
5. Prepare the way for the salesperson by presenting the company name and the usefulness of the product.
6. Resulting in a purchase action.
7. Help maintain good relationships with customers to encourage more buyers

Advertising Effectiveness

Effectiveness comes from the word effectiveness which means the extent to which a group can achieve its goals (Pratama, 2019). Effectiveness is how much work is done, the extent to which people produce outputs as expected (Pratama, 2019). This means that if a job can be completed with planning, both in time, cost and quality, it can be said to be effective. Advertising effectiveness is the achievement of goals that have been agreed upon with joint efforts. From some of the experts above, it can be concluded that advertising effectiveness is an activity carried out by an organization or company directly to be right on target in an effort to achieve certain goals. According to Kotler & Keller in Dipta Raga Pratama et al (2019) good and effective advertisements contain messages that ideally can attract attention, arouse further curiosity, generate desire and stimulate, the effectiveness of advertising can be measured using the AISAS method (attention, interst, search, action, share).

AISAS

AISAS is a process in consumers who pay attention to products, services, or advertisements that generate interest so that the desire to collect this information arises and make a purchase, where afterwards there is an activity of sharing information with others. The AISAS model is used because it is in accordance with consumers in today's digital era (Maylena, 2019). The AISAS model explains that in this model, it becomes a process where the consumer will pay attention to a product, advertisement, or service that causes interest, until finally the desire to search through social media or ask other consumers such as friends or family who have used the product or service. At this stage, consumers will make a thorough assessment based on existing information, as well as consider the opinions and comments of someone who has enjoyed the product. If the process shows satisfactory results, then consumers will make a purchase, namely (action). After making a purchase, consumers will carry out activities, namely (share) about their experience with

the product they have purchased, otherwise known as Word of Mouth by direct communication or through internet media. Here it can be seen that this model relies heavily on the role of the internet as a process of disseminating information on products and services. The AISAS model is a theory that is closely related to the digital world. The behavior of consumers described in the AISAS model is also consumer behavior in the internet or digital era at this time. Likewise with Youtube, which is a video site from all over the world using the internet as its main media. With the characteristics of Youtube, which is a video site from all over the world supported by internet technology as its main component, Youtube users will not be separated from this component.

The points of the AISAS model can be explained as follows:

a. Attention. Occurs in a communication message as a stimulus received in the human senses. At this stage, advertisements are seen and watched or heard. It is hoped that the message is not just heard and seen, but noticed. Audience attention to advertisements or messages in marketing communications can be measured from the audience seeing and hearing what is contained in the advertisement, such as visualization, narration, music, and so on.
b. Interest. At this stage, the communication message arouses the audience's interest in knowing about the product being communicated. An effective message is one that intrigues the audience, who are then motivated to engage further with the product.
c. Search. Consumers usually go straight to various search engines, such as Google and YouTube to find more information. Armed with the information at hand.
d. Action. At this stage, the message has successfully encouraged the audience to take action, which at the end of every communication activity of a company is a decision to buy.
e. Share. When the information obtained is interesting enough for consumers, consumers will share with those around them about their experience of a product, this is where word of mouth will be created, as well as conversations about the information both on social media and directly.

2. METHOD

This research is descriptive research. Descriptive research is research conducted to determine the existence of independent variable values, either one or more variables without making comparisons or connecting with other variables. (Rumangkit and Anggawidia, 2020).

Population and Sample

Population is a generalization area consisting of objects or subjects that have qualities set by researchers to study and then draw conclusions (Sugiyono, 2013) The population in this study is the number of viewers of pantene advertisements on social media version #RambutCapek with 22,955,186 million viewers.

The sample is part of the number of characteristics possessed by the population (Anggara and Wibasuri, 2012). Meanwhile, the sample size is a step to determine the size of the sample taken in carrying out a study. The sampling method used in this research is

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Nonprobability Sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2013). The sampling technique used is purposive sampling. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2013).

After the instrument is used to collect the data obtained, instrument testing is first carried out to obtain empirically valid and reliable statement items using SPSS 20. Data Analysis Method The data analysis method used in the research on the analysis of the effectiveness of the "turtle has a house" version of smartfren advertisements on YouTube with the AISAS Model, with the data obtained from the questionnaire results will be analyzed in accordance with the operational variables and problem formulation, namely using the AISAS method (Attention, Interst, Search, Action, Share), The following are the steps in analyzing data using the AISAS Model are as follows:

1. According to Paulus in (Ida Ayu Pradnya MD, 2016) the average answer level of respondents is divided into five levels, namely:

Average Answer Level Table

Interval Coefficient	Level Relationship
0-20%	Bad
21-40%	Medium
41-60%	Average
61-80%	Good
81-100%	Special

2. Calculating the Total Full Expectation Value of Each Dimension The following is the calculation of the total full expectation value in this study:

$$X_n - \text{Max Score x Number of Statements x 100.}$$

3. Calculating the Total Value of Each Dimension. The following is the calculation of the total value of each dimension in this study:

$$(b^1 x n^1) + (b^2 x n^2) + (b^3 x n^{(3)}) + \ldots (b_n x n_{(n}^{)})$$

4. Calculating the Effectiveness of Each Dimension. The following is the calculation of the effectiveness of each dimension in this study:

$$\frac{Total\ Nilai}{Total\ Nilai\ Harapan\ Penuh} \, x \, 100\%$$

3. RESULTS AND DISCUSSION

Based on the results of the processing that has been done, it shows that each indicator has met the validity requirements, because all indicators are below the alpha value of 0.05 and based on the results of testing the reliability of attention, interest, search, action and share, it shows reliable because Cronbach's alpha is above 0.361.

3.1 Data Analysis Results

Calculating the total full expectation value of each dimension. The following is the calculation of the total full expectation value of each dimension:

- Attention. $X_n = 5 \times 5 \times 100 = 2{,}500$
- Interest. $X_n = 5 \times 4 \times 100 = 2{,}000$
- Search. $X_n = 5 \times 4 \times 100 = 2{,}000$
- Action. $X_n = 5 \times 4 \times 100 = 2{,}$
- Share. $X_n = 5 \times 4 \times 100 = 2{,}000$

Based on the results of the calculation of the total full expectation value of each dimension, the total value is obtained: Attention = 2.500, Interest= 2.000, Search = 2.000, Action= 2.000, Share = 2.000.

The following is the calculation of the total value of each dimension of Attention, Interst, Search, Action, Share in this study:

$$(b_1 x n_1) + (b_2 x n_2) + (b_3 n x_{(3)}) + \dots (b_n x n_{(n)})$$

Based on the results of the calculation of the total value of each dimension of Attention, Interest, Search, Action, Share, the highest total value is 2,271 at Attention and the lowest total value is 1,169 at Search The following is a calculation of the effectiveness of each dimension in this study

$$x = \frac{Total\ Nilai}{(Total\ Nilai\ Harapan\ Penuh)} \times 100\%$$

The following is the calculation of the effectiveness of each dimension:
- Attention

  $X1 = \dfrac{2.271}{2.500} \times 100\% = 90.8\%$
- Interest

  $X2 = \dfrac{1.495}{2.000} \times 100\% = 7.47\%$
- Search

  $X3 = \dfrac{2.227}{2.000} \times 100\% = 61.3\%$
- Action

  $X4 = \dfrac{1.232}{2.000} \times 100\% = 61.6\%$
- Share
- $X5 = \dfrac{1.169}{2.000} \times 100\% = 58.4\%$

Effectiveness Measurement Table

No.	Dimensions	Total Value	Total Full Expected Value (Xn)	Effectiveness (%)	Category
1	*Attention*	2.271	2500	90,8%	Special
2	*Interest*	1.495	2000	74,7%	Good
3	*Search*	1.227	2000	61,3%	Good
4	*Action*	1.232	2000	61,6%	Good
5	*Share*	1.169	2000	58,4%	Average

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4. CONCLUSION

Based on the results and discussion in this study, it can be concluded that:
1. The attention dimension has an effectiveness value of 90.8% in the excellent category.
2.   The interest dimension has an effectiveness value of 74.7% in the good category
3. The search dimension has an effectiveness value of 61.3% in the good category.
4. The action dimension has an effectiveness value of 61.6% in the good category.
5. The share dimension has an effectiveness value of 58.4% in the average category

So it can be said that the Pantene ad version "BYE #RAMBUTCAPEK" on YouTube is included in the effective criteria.

Advice
Based on the results of the effectiveness analysis that has been carried out, the authors provide the following suggestions:
1. For the manager of PT Procter & Gamble (P&G), it is expected to maintain the Attention value and need to pay attention to the Share value so that the audience is stimulated to spread the information in the ad.
2. For future researchers. It is hoped that this research can be used as a reference and a comparison material for further research.

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