



Theme of Humor and Advertising Effectiveness on Indonesian Children's Screen



Naldo¹, Sri Rahayu¹, Hardika Widi Satria¹

¹Social and humanities Department, Communication – Advertising Studies,
Vocational Education Program, Universitas Indonesia



List of CONTENT



01

BACKGROUND

02

RESEARCH QUESTION

03

HYPOTESIS

04

METHODOLOGY

05

RESULTS

06

ACKNOWLEDGMENT

07

REFERENCE

BACKGROUND

The use of humor in most advertising is continuing to increase (Beard, 2008; Weinberger et al., 1995). Humor is one of the most commonly used emotional appeals in global advertising (Koudelova and Whitelock, 2001; Hanna et al., 1994; Biswas et al., 1992). Most of humor on advertising studies have been concerned mainly with TV advertising, Moreover, they have focused on the operational use of humorous ads. Currently, some advertising in Indonesia include the element of humor as part of the appeal, mostly to advertising that is addressed to children, that includes sweets, milk and chocolate. The elements on every advertising are usually having the same theme, they will use some animation, or special character that invites the attention of the audience; especially primary school children aged 7-12 years.



RESEARCH QUESTIONS

How the theme of humor influences the effectiveness of advertising?



HYPOTESIS

Dependent Variable

Independent Variable

The Theme of
Humor

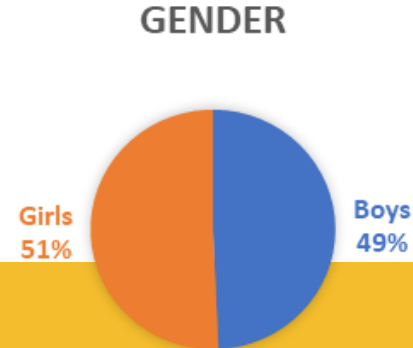
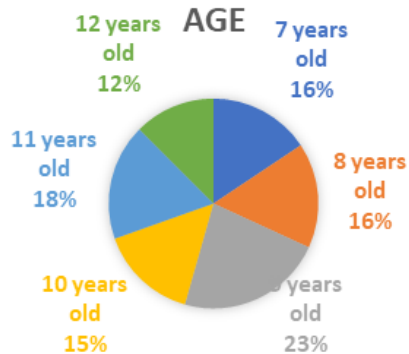
The Advertising
Effectiveness

METHODOLOGY

This research uses quantitative research method with survey data collecting technique. The respondent of this research is 720 children age 7 to 12 years old, studying in public and private elementary school in Greater Jakarta. Data collected is process with SPSS using simple regression to figure the relationship between theme of humor and advertising effectiveness. The distribution of questionnaires was conducted in two stages. The first stage is a screening question to find out the demographics of the respondents and the second question is about the type of humor and the theme of humor.

RESULTS

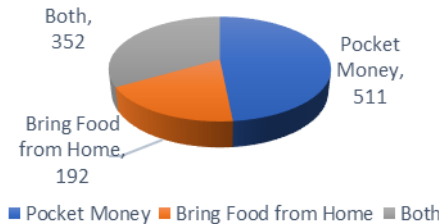
The respondents are primary school-aged children from 7 years old to 12 years old. The spreading of the questionnaire, it can be achieved of 1055 respondents data with an almost evenly span of age but slightly dominated by the age of 9 years of 23%. The division between the number of respondents between boys and girls is also divided equally between 51% girls and 49% boy



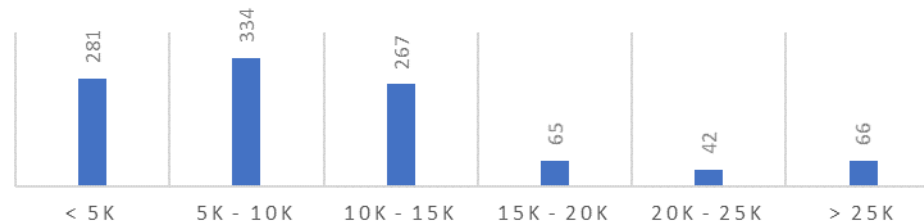
RESULTS

The results of the questionnaires revealed that 48.4% of elementary school children aged from 7 years old to 12 years old earned an pocket money from parents and 33.4% obtained pocket money and provided food from home by their parents. The allowance spent by elementary school children is mostly spent on chocolate by 27%, 24% on milk, and 23% on candy. The average amount of pocket money between Rp 5,000 - Rp 10,000 is 31.7% although there are also under Rp 5,000 of 26.6% in addition to 25.3% ranging from Rp 10,000 - Rp 15,000 (Fig. 3).

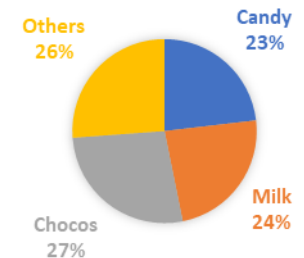
HABIT



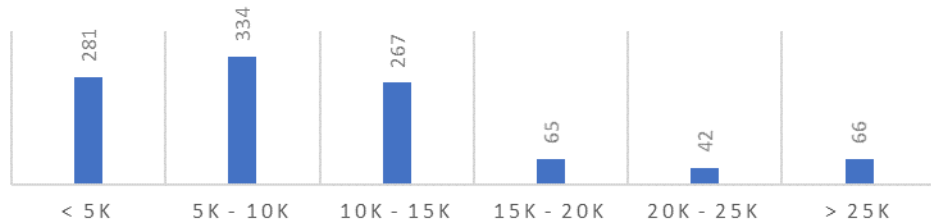
AMOUNT OF DAILY POCKET MONEY (IDR)



SPEND ON POCKET MONEY



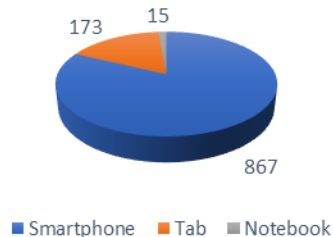
AMOUNT OF DAILY POCKET MONEY (IDR)



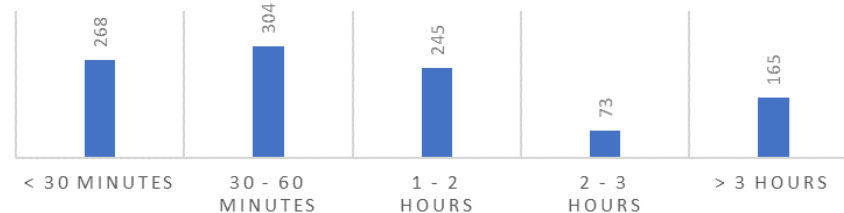
RESULTS

Nowadays, the majority of primary school children from 7 years old to 12 years old, 82% have their own Smartphone. From gadget, 66% of Elementary Kids are exposed by advertising on youtube. In one day 28.8% of Elementary Kids spend between 30-60 minutes to play their Gadgets. In fact, there are 15.6% spend more than 3 hours used to play the gadget.

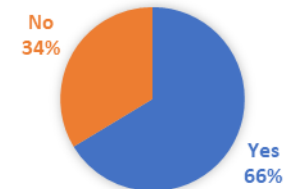
TYPE OF GADGET



TIME SPEND ON GADGET



YOUTUBE PREFERENCES



RESULTS

In statistical tests, the results of the research will be obtained in a significant hypothesis or not. Significant understanding of research is the level of confidence in a hypothesis is accepted or rejected. The level of statistical significance is expressed in a number percentage indicating the risk of error to the test results performed. The significance level used by researchers is 5% (0,05) indicating that the smaller the level of significance the smaller the chance of error from the test results performed.

From these results, it can be concluded that, if the effectiveness of advertisement in the digital era has now been equipped with a variety of humor, such as visual and audio, spokesperson, brand and product, and core promotional messages.

Promotional messages that are suitable for children are advertisements that have humorous shades like cartoon characters or funny characters, joking and followed by fun music.



ACKNOWLEDGMENT

The author wish to thank Advertising Laboratory of Communication Studies of Vocational Education Program Universitas Indonesia, the students of communication – advertising year 2017, for the time, space, and valuable assistance during data collection. Also this research will not be realized without the help of God and Dr. Sri rahayu, S.E., M.S.M., and Prof. Dr. Ir. Sigit Pranowo Hadiwardoyo, DEA.

BIBLIOGRAPHY

- [1] Leonidas Hatzithomas, Yorgos Zotos, Christina Boutsouki, (2011) "Humor and cultural values in print advertising: a cross-cultural study," *International Marketing Review*, Vol. 28 Issue: 1, pp.57-80,
- [2] Nathalie Spielmann, (2014) "How funny was that? Uncovering humor mechanisms", *European Journal of Marketing*, Vol. 48 Issue: 9/10, pp.1892-1910,
- [3] Malte Brettel, Andrea Spilker-Attig, (2010) "Online advertising effectiveness: a cross-cultural comparison," *Journal of Research in Interactive Marketing*, Vol. 4 Issue: 3, pp.176-196,
- [4] Rosemary Duff, (2004) "What advertising means to children", *Young Consumers*, Vol. 5 Issue: 2, pp.41-50,
- [5] Heather J. Crawford a, Gary D. Gregory (2015) Heather J. Crawford a, Gary D. Gregory" *Journal of Business Research* 68 pp.569-575,
- [6] Yong Zhang, James P. Neelankavil, (1997) "The influence of culture on advertising effectiveness in China and the USA: A cross-cultural study", *European Journal of Marketing*, Vol. 31 Issue: 2, pp.134-149,
- 7] Douglas L. Fugate, (1998) "The advertising of services: what is an appropriate role for humor?", *Journal of Services Marketing*, Vol. 12 Issue: 6, pp.453-472,

BIBLIOGRAPHY

- [[8] Joshua D. Newton, Jimmy Wong, Fiona Joy Newton, (2016) "Listerine – for the bridesmaid who's never a bride: Disparaging humour increases brand attitude and recall among the powerless", *European Journal of Marketing*, Vol. 50 Issue: 7/8, pp.1137-1158,
- [9] Kapil Khandeparkar, Abhishek, (2017) "Influence of media context on humorous advertising effectiveness", *Marketing Intelligence & Planning*, Vol. 35 Issue: 2, pp.259-276,
- [10] Jill Kurp Maher, John B. Lord, Renée Shaw Hughner, Nancy M. Childs, (2006) "Food advertising on children's television", *Young Consumers*, Vol. 7 Issue: 4, pp.41-52,



Thank you

