

# The effect of advertising and sales promotion on television on brand awareness bukalapak on visitors to Padangsidimpuan City

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**ABSTRACT**

Indonesia's market industry is the most competitive in Southeast Asia. This is evidenced by the large number of markets in Indonesia, which accept both foreign and domestic products. Market companies use various marketing strategies to increase public brand awareness. One of them is marketing through television media. Advertising content (X1) and sales promotion programs (X2) are offered and demonstrated as strategies to grow brand knowledge (Y) in the minds of potential customers. Bukalapak uses TV commercials to market. From 2021 to 2023, Bukalapak spent more money on advertising than all other online stores. The number of samples taken in this study amounted to 30 people, with the incidental sampling method. The sample size of 30 people was divided into two groups, each totaling 15 respondents, using a quasi-experiment. experiment. The first group was group who did remember the Bukalapak Harbolnas advertisement in December 2023. The results of this study indicate that the content of Bukalapak's advertisements can influence brand awareness of consumers by 75.4% can affect consumer brand awareness by 75.4%. This is based on with Bukalapak's totality in promotion through television which making Bukalapak as a marketplace brand with marketplace brand with the among others.

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**1. Introduction**

In the last three years, marketplace companies have experienced a significant increase in spending on television advertising. This is evidenced by data from Adstensity, a business unit of PT SIGI Kaca Pariwara, in 2021, the total advertising expenditure of marketplace companies reached IDR 1.79 trillion, and in 2022 it reached IDR 1.54 trillion (Windari et al., 2023).

However, in 2023, TV ad spending by marketplace companies as of December 16, 2023 reached Rp. 4.97 trillion. Because until now, TV advertising is still considered the most effective and efficient media in reaching a wide audience in order to build and maintain brand awareness of a product or company (Hardana et al., 2024). In addition, advertisements on television is also considered as a complete promotional tool because in addition to being able to cover a large number of audiences, there are elements in the video such as motion, sound, atmosphere and dialog that are able to communicate the message conveyed more easily. message more easily (Hardana et al., 2024).

One of the marketplaces that spends the most money and aggressively promoting advertisements on TV is Bukalapak. In total from 2021 to 2023 Bukalapak has spent around Rp. 1.2 trillion. A very large number in a period of 3 years for a company in doing advertising spending on television (Hasibuan et al., 2023). Bukalapak was founded by Achmad Zaky in early 2010. Currently, Bukalapak is one of the four unicorn startups in Indonesia, after GOJEK, Tokopedia and Traveloka. So to do promotion on television

media is a must in order to build and maintain brand awareness in a wide audience. maintain brand awareness in a wide audience (Nasser et al., 2024).

One of Bukalapak's advertisements that interesting to research is when Harbolnas or National Online Shopping Day took place on December 12, 201. Day took place on December 12, 2023. Bukalapak in conducting marketing strategies during Harbolnas 12.12 yesterday had a mature concept and plan. It can be seen from the TVC advertisement that was made like a short movie, by cooperating with Dian Sastro as an icon in the promotion entitled After.12. icon in the promotion entitled After.11 from Bukalapak. (Lismawati et al., 2023).

Bukalapak's television commercials are famous for their eccentric and humorous storylines. As in this After.11 ad, besides highlighting the atmosphere of tension and filled with scenes like an action movie, Bukalapak still inserts a humorous and odd side to the ad. With the right dialog selection, and also the selection of music illustrations that support the story. In After.11 advertisements and short films, Bukalapak also held various sales promotions to welcome Harbolnas. The sales promotion programs are loaded and incorporated into the storyline in the After.11 short film. The sales promotion programs held by Bukalapak in welcoming Harbolnas 2018 include Nego 12X More Dahsyat, Flash Deal Serba Rp.12, Cashback program up to Rp.1.2 million, then there is Free Shipping (Postage) 12X Every Day, and the last is Serbu Seru program only Rp.12,000 which is the flagship program of Harbolnasnya Bukalapak. The products offered from the sales promotion program vary, ranging from accessories, make-up supplies, electronic goods, gadgets, to cars sold at only Rp.12,000. (Mutiah et al., 2023).

From the data above, it can be concluded that Bukalapak makes television advertisement promotion as a mainstay promotional strategy to build awareness to the wider community, advertising promotion on television as a mainstay promotional strategy to build awareness to the wider community. This makes Bukalapak the marketplace with the most TV ad spending among its competitors. However, according to data taken from Indonesia's Top Brand Index, Bukalapak's position is still far below its competitors, which are not too aggressive and aggressive in advertising on television. and aggressive in advertising on television. Based on data from the Top Brand Index, from the last three years 2021 - 2023, Bukalapak's position is static in fourth place in the category of Online Buying and Selling Sites. In fact, it has never even received the title "TOP" from Top Brand Index Indonesia. For Bukalapak, to get into the the top four is not enough, if compared to the amount of promotional costs that have been incurred. It is interesting to see more where there is a gap between what is expected (ideal conditions) with the real conditions that occur. So it can be concluded that Bukalapak's activities in marketing on television that costs so much money has not necessarily can be in the top of mind in wide audience (Utami et al., 2024).

This certainly needs to be reviewed so that marketing activities through television advertising are carried out. marketing activities through television advertisements carried out by Bukalapak can run effectively and efficiently. So that in the end it can increase brand awareness as expected and have a positive impact on increasing sales. This is what underlies the author to do deeper research and make the case problem above as a scientific research with the title "The Influence of Content of Television Advertisements by Bukalapak" (Sri Wanna et al., 2024).

As scientific research with the title "The Effect of Advertising Content and Sales Promotion on Television on Brand Awareness of Bukalapak Online Buying and Selling Site". The results of this study are expected to be material consideration and input that useful, both for academics, companies, and researchers themselves, regarding the basis for decision making advertising strategy through the right television media advertising strategy, which in turn can increase brand awareness.

## 2. Research Method

In accordance with the research objectives, namely to determine the effect of advertising content and sales promotion on television on brand awareness, the research method that is considered relevant is quantitative. This type of research is explanatory research explanatory because this research wants to obtain clarity of the relationship between each variable with the aim of finding the extent to which variations in a factor is related to variations in other factors other factors (Siregar et al., 2023).

The number of samples taken in this study amounted to 30 people, with the incidental sampling method. The sample size of 30 people was divided into two groups, each totaling 15 respondents, using a quasi-experiment. experiment. The first group was group who did remember the Bukalapak Harbolnas advertisement in December 2023. And the second group are those who forgot or may not have seen the Harbolnas Bukalapak advertisement. After that, the the second group was given a treatment to see the advertisement before filling out the questionnaire (Sugiyono, 2023).

The data analysis technique uses multiple regression. The types and sources of data in this study used primary and secondary data. The data collection technique uses a questionnaire using a Likert scale. To test the validity of the questionnaire used in this study, it was carried out using the KMO and Barttle's test. Furthermore, what was done was reliability testing using Cronbach's Alpha coefficient by testing one dimension at a time. The standard X value used to indicate that the instrument or measuring instrument will be good if it is equal to or more than 0.6.

Univariate analysis was carried out at an early stage using descriptive analysis of variables related to the characteristics of the respondents. This was done to obtain an overview of the object of research presented in percentage form. This study uses linear regression to conduct bivariate tests, which is a regression that is useful for finding the effect of the independent variable (X) on the variable (Y), for the calculation technique, using linear regression, namely the effect of two variables, namely the effect of two variables (X) on the variable (Y). linear regression, which is the effect of two variables, namely independent variable (X) and dependent variable (Y) (Hartono et al., 2022).

Multivariate analysis was conducted with the aim of seeing the relationship between several variables (more than one) independent variables with one or more dependent variables (generally one dependent variable). In multivariate analysis, it will be known which independent variable has the most influence on the dependent variable (Hartono, 2017).

### 3. Results And Discussions

Based on Table 1, it can be seen that the KMO Standard has met the requirements for the validity test, namely the KMO value of  $> 0.5$  and the significance value  $< 0.05$ . This indicates that each statement item in each variable and dimension is in accordance with the KMO Standard, although there are several dimensions with unsatisfactory assessments, but they are still above the KMO Standard value.

**Table 1.** Validity Test Results Factor Analysis - KMO Standard

Variable	KMO	Description.
1. Advertisement (X1):		
X1.1 Atmosphere	0,707	Enough
X1.2 Dialogue	0,681	Not enough
X1.3 Personal	0,752	Enough
2. Sales Promotion (X2):		
X2.1 Free Coupon	0,741	Enough
X2.2 Discount	0,780	Enough
X2.3 Cash Change	0,597	Bad
X2.4 Combination Promotion	0,624	Not enough
X2.5 Sweepstakes	0,810	Good
X2.6 Sample Example	0,742	Enough
X2.7 Premium	0,751	Enough
X2.8 Free Testing	0,620	Not enough
X2.9 Frequency Program	0,837	Good
X2.10 Subscription Rewards	0,685	Not enough
X2.11 Cross Promotion	0,626	Not enough
X2.12 Product Warranty	0,737	Enough
X2.13 Point of Purchase	0,600	Not enough
3. Brand Awareness (Y) :		
Y1.1 Recall	0,686	Not enough
Y1.2 Recognition	0,684	Not enough
Y1.3 Purchase	0,700	Enough
Y1.4 Consumption	0,659	Not enough

Source: Research Results, 2023

**Table 2.** Variable Reliability Test Results Research

Variable	Cronbach alpha	Description.
1. Advertisement (X1):		
X1.1 Atmosphere	0,866	Reliabel
X1.2 Dialogue	0,881	Reliabel
X1.3 Personal	0,856	Reliabel
2. Sales Promotion (X2):		
X2.1 Free Coupon	0,708	Reliabel

X2.2 Discount	0,791	Reliabel
X2.3 Cash Change	0,735	Reliabel
X2.4 Combination Promotion	0,756	Reliabel
X2.5 Sweepstakes	0,911	Reliabel
X2.6 Sample Example	0,875	Reliabel
X2.7 Premium	0,855	Reliabel
X2.8 Free Testing	0,653	Reliabel
X2.9 Frequency Program	0,956	Reliabel
X2.10 Subscription Rewards	0,813	Reliabel
X2.11 Cross Promotion	0,808	Reliabel
X2.12 Product Warranty	0,860	Reliabel
X2.13 Point of Purchase	0,619	Reliabel
3. Brand Awareness		
(Y) : Y1.1 Recall	0,785	Reliabel
Y1.2 Recognition	0,766	Reliabel
Y1.3 Purchase	0,867	Reliabel
Y1.4 Consumption	0,788	Reliabel

Source: Research Results, 2023

Based on Table 2, it can be seen that all independent variables have values that Based on Table 2, it can be seen that all independent variables have a value that

**Table 3.** Characteristics of Respondents Based on Gender

		Frequency	Percent
Valid	Male	18	60.0
	Female	12	40.0
	Total	40	100.0

Source: Research Results, 2023

Based on Table 3, it can be seen that the profile of respondents when viewed from their gender, shows that there are more male respondents with 18 respondents, while female respondents totaled 12 with a ratio of 60% - 40% which is more dominated by male respondents. dominated by male respondents.

**Table 4.** Characteristics of Respondents Based on Age

		Frequency	Percent
Valid	17 – 25 Years	11	36.7
	26 – 35 Years	13	43.3
	36 – 45 Years	4	13.3
	46 Years	2	6.7
	total	30	100.0

Source: Research Results, 2023

Based on Table 4, the largest percentage at the age of 26-35 years amounting to 43.3%, in second place is at the age of 17-25 years with 36.7%, the third with 13.3% is age 26-45 years, and the fourth position at age >46 years with a total percentage of 6.7%.

**Table 5.** Characteristics of Respondents Based on Occupation

		Frequency	Percent
Valid	Students	3	10.0
	Students	7	23.3
	Civil Servant	2	6.7
	Private	9	30.0
	Self-employed	3	10.0
	Other	6	20.0
	Total	30	100.0

Source: Research Results, 2023

Table 5 explains about characteristics based on occupation. The most common occupation of respondents are as private employees with 30%, then in second place is a student with a percentage of 23.3%,

in third place are others with 20%, and in fourth place there are with 20%, and in fourth place there are students and self-employed with the same number 10%, and the last position is civil servants with only 6.7%.

**Table 6.** Characteristics of Respondents Based on Domicile of Residence

		Frequency	Percent
Valid	North Padangsidimpuan	2	6.7
	Southeast Padangsidimpuan	2	6.7
	South Padangsidimpuan	8	26.7
	Padangsidimpuan Batunaduan	6	20.0
	Padangsidimpuan Hutaimbaru	7	23.3
	Padangsidimpuan Angkola	5	16.7
	Total	30	100.0

Source: Research Results, 2023

For characteristics based on domicile residence is in Table 6 with Central Jakarta area as the dominant at 26.7%, then secondly East Jakarta at 23.3%, the third is South Jakarta South Jakarta by 20%, in fourth place are those from outside Jakarta by 16.7%, and the last position is North Jakarta and West Jakarta with each and West Jakarta with 6.7% with the same number.

**Table 7.** Regression Analysis Results Effect of Ad Content (X1), Sales Promotion (X2) on Brand Awareness (Y1)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.465	.832		1.762	.089
	advertisement Content	.835	.154	.754	5.418	.000
	Sales Promotion	-.253	.202	-.175	-1.254	.221

Source: Research Results, 2023

The test results in table 7 can be interpreted that the content of advertisements carried out by Bukalapak can affect brand awareness consumers with a Sig value of 0.000. However for sales promotion variables there are different results where these variables does not show an influence on brand awarnes with a Sig value. 0.221 which means greater than Sig 0.05.

**Table 8.** Variable Influence of Ad Content (X1) and Sales Promotion (X2) together together and overall Against Brand Awareness (Y)

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	7.515	2	3.757	14.74	0.000
b Residual	6.882	2	7.255		
Total	14.397	29			

Source: Research Results, 2023

The results of this test can be interpreted that the content of advertisements and sales promotions on television can affect brand awareness of Bukalapak. The content of advertisements and sales promotions on sales promotions on television that are good and effective can create high brand awareness in the minds of the public. Vice versa, the content of advertisements and advertisements and sales promotions on television that are poor and ineffective can lead to low brand awareness in the minds of public.

**Table 9.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.722a	.522	.487	.50488

Source: Research Results, 2023

Based on Model Summary, it can be It is known that the value of R2 (coefficient of determination) determination) the effect of news about content of advertisements and sales promotions on television on Bukalapak brand awareness, is 0.522. This figure shows that 52.2% the variable content of advertisements and sales promotions on television are able to explain the diversity (variance) of the brand awareness variable Bukalapak brand awareness variable. Meanwhile, the rest is explained by other factors that are not used as variables in this study.

Quasi Eksperiment		N	Mean	Std. Deviation	Std. Error Mean
Awareness n Brand	View	1	3,888	,49668	,1282
	Video	5	9		4
	Without View Video	1	3,511	,83978	,2168
		5	1		3

Source: Research Results, 2023

Based on the data from the table above, the difference between the two groups of respondents did not show a significant difference significant. With a mean value of the group that was given the video amounted to 3.88, and from the group that did not see the video before filling out the questionnaire by video before filling out the questionnaire amounted to 3,51.

However for sales promotion variables has minus value of -17.5%, this is influenced by Bukalapak which is not influenced by Bukalapak which does not run all the tools from sales promotion sales promotion. Of the 13 sales promotion tools sales promotion tools, only 4 were used in Bukalapak's Harbolnas television advertisement.

Although all four dimensions have a high value, but the sales promotion tools that are not used get low scores. So that in sales promotion variable gets a minus value. For ANOVA testing, it can be interpreted that the content of advertisements and sales promotions on television can affect brand awareness of Bukalapak. The content of advertisements and sales promotions on television that are good and effective can create high brand awareness in the minds of the public. In the results of quasi experiment, the authors found no significant difference between the groups who saw the video and those who did not see the video before filling out the questionnaire. This can be It can be concluded that the audience's memory of Bukalapak Harbolnas advertisement is still quite strong. With the production of advertisements that are made maximized, as well as the selection of a strong storyline storyline, making Bukalapak advertisements ads can still be remembered by a wide audience.

The research can be extended to compare the effectiveness of advertisements and promotions in other media, such as social media, mobile applications, or other digital platforms, on Bukalapak's brand awareness. This could provide a more comprehensive perspective on how various marketing channels influence consumers. Further development could involve segmenting the market based on more detailed demographics, such as age, income, or education level. This could provide deeper insights into how visitors from different segments respond to Bukalapak's advertisements and promotions on television.

This research can be extended to measure the long-term impact of advertising and promotion on brand loyalty or consumer purchasing behavior. In other words, whether the influence of the brand awareness created continues in the form of purchasing decisions or brand loyalty over a longer period of time. The research could be extended by comparing the influence of television advertisements and promotions in other cities that have different market characteristics. For example, comparing Padangsidempuan City with larger cities such as Medan or Jakarta to see differences in the influence of traditional media in more urbanized areas.

#### 4. Conclusion

The results of this study indicate that the content of Bukalapak's advertisements can influence brand awareness of consumers by 75.4% can affect consumer brand awareness by 75.4%. This is based on with Bukalapak's totality in promotion through television which making Bukalapak as a marketplace brand with marketplace brand with the among others. However for sales promotion variables has minus value of -17.5%, this is influenced by Bukalapak which is not influenced by Bukalapak which does not run all the tools from sales promotion sales promotion. Of the 13 sales promotion tools sales promotion tools, only 4 were used in Bukalapak's Harbolnas television advertisement.

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