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Models of Digital Marketing and Consumers Behavior in

Selecting COVID-19 Vaccines if Even in Indonesia

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ABSTRACT March 2019 with a sample of 96 respondents taken

using purposive sampling. The research finding is the

Now COVID-19 vaccine has tried out in the countries

attractiveness perception of public service announce-

when the vaccine is already commercialized, how are

ments has a positive and moderate relationship with

the Indonesian community behaviors in receiving the

the intention to use the COVID-19 vaccine. The level

vaccine is that is communicated through social media,

of knowledge has a positive and moderate relationship

this is what is the goal in this research. Public service

with the intention to use the COVID-19 vaccine. The

advertisements about COVID-19 vaccines are available perception of the attractiveness of public service Ads on various social media, one of which is on YouTube, and the level of knowledge has a positive and moderate with many versions. In this study took public service ate relationship with the intention to use the COVID-19 advertisements about the long version of the COVID-19 vaccine.

vaccine. It is expected that public service advertisements can provide knowledge for users to know that

COVID-19 vaccines are important for children's immunity, and not contrary to any religion. This research behavior, COVID-19 Vaccine. Key words: Social media, Digital marketing, Consumer

community, and not contrary to any religion. This research behavior, COVID-19 Vaccine.

uses the theory of Computer-Mediated Communication.

The paradigm is used positivism with quantitative approaches, the nature of explanatory research,

*Correspondence: and survey research methods. The population is to Zulki Zulkfli Noor, Jayabaya University, Jakarta, Indone-

subscribe to 2146 public service advertisements as of sia, E-mail: zulki.zulkifli.noor@gmail.com

INTRODUCTION video campaigns on YouTube, it shows that the public prefers

information delivered in the form of visualization of images

Internet users in Indonesia every year continues to grow, this

and sounds rather than text form. Youtube is a video network

is due to the increasing need for internet media in everyday

site that has the most number of viewers and subscribers than

life. Internet media provide many conveniences for the user.

other sites, so videos uploaded to the YouTube site will become

According to the Indonesian Internet Service Providers Association (APJII), they presented the results of a survey entitled

viral more quickly than through other sites (Cahyono et al.,

2016).

"Penetration and Behavior of Indonesian Internet Users 2017".

The survey results in collaboration with the Teknopreneur said Although in its development

YouTube media is no longer only

internet user penetration in Indonesia increased to 143.26 mil- used as a medium for uploading and sharing personal videos

lion people or equivalent to 54.7 percent of the total popula- to the closest friends, more than that it is in the stage of adap-

tion of this republic (APJII Bulletin, 2018). tation to the use of various social media including YouTube

media. Through YouTube, media users can be used as a means

Social media is trending in society, both Indonesian society for gathering various information needed, so that many com- and the world community, ranging from children to adults all

mercial advertisements and public service ads also take the use social media as a means to communicate and a means to opportunity to upload their ads on YouTube. In this study, the

obtain varied information. Social media that are widely used authors examine how if a vaccine (COVID-19) already exists include Twitter, Facebook, Instagram, Pinterest, BBM, Line, in Indonesia and is communicated through community ser- and others depending on needs. Many people end up choos- vices such as YouTube.

ing and liking social media because of the ease of interacting

online with practical mobile technologies such as smartphones DI also attract advertising also refers to the creative approach

and iPhones that can be carried anywhere, so they can do it of the message used to be able to attract the attention of You-

wherever and whenever they need. Tube media users, with the audience expected to get informa- tion and can influence the user's feelings towards the message

Various social media that is often used by people around the conveyed so that they can be interested in using the COVID-19 world, one of them is Youtube. Youtube is one of the most pop- vaccine when it already exists in Indonesia. To produce effec- ular social media in Indonesia, even in the world besides Face- tive advertisements, it is necessary to appeal and creative ad-

book and Twitter. The Socialbakers analysis website (2016) advertising strategies that are appropriate by the objectives to be shows that Indonesia is ranked 4th as a Youtube user country achieved. Realizing the importance of the message in the public in the world (Yuniyanto et al., 2018). The use of social media for public service advertisement the delivery of the message was carried which continues to increase every year provides opportunities tried out in various communication media, especially YouTube, for producers to utilize social media in promoting their products this was done to provide information to the public about the products and services through social media.

importance of providing the COVID-19 vaccine to children up to the age of 15 years if the vaccine already exists in Indonesia. Public service advertisements on social media are very varied, one of which is by using YouTube. YouTube media has an appeal. The information to be conveyed must be viral in the community for users to add information. The number of vlogs (video blogs) and viral video campaigns on YouTube is the latest

In this study, the author wants to examine the appeal of public service ads and public knowledge about the COVID-19 vaccine today. From the phenomenon of the trend of vlogs and viral

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cinema against the decision to use the COVID-19 vaccine to his child if humor, animation, sex, music, and fantasy.

the vaccine has circulated in Indonesia. The phenomenon that occurs in the community shows that many parties are pros and cons of the

According to (Nawiroh et al., 2016) new media is a tool or a means of communication

COVID-19 vaccine so that the Ministry of Health seeks to continue

veying messages to a wide audience using digital technology or also known to carry out various campaigns, socialization and public service advertisements as communication and information technology networks. This includes new advertisements in various print, electronic and online media with the media categories are the internet, websites, and multimedia computers. Now aim that the public gets the right information about the COVID-19 that the new media has reached almost all the people of the world, the new vaccine directly from the experts if the vaccine already exists in Indonesia can be said to have contributed to changes in the social structure of society. Public service announcements about the COVID-19 vaccine will New media requires a computer or mobile device with internet access. later have many versions, both long and short. However, the contents of the messages in the public service announcements were delivered by Social media is a means to communicate with the community but it can also be doctors who were considered credible in delivering this message. It is used to get along. Social media to establish personal relationships online, users hoped that with this kind of creative advertising messages can be well of online media easily participate, share (share), and create content including received by the Youtube user. blogs, social networks, wikis, forums, etc. (Saragih et al., 2012). Social media is also an effective business promotion tool because it can be accessed by anyone,

LITERATURE REVIEW

so the promotion network can be wider. Social media is an indispensable part Public service advertisement of marketing for many companies and is one of the best ways to reach customers. Promotion strategies are very diverse, one of the promotional strategies that are used by companies and clients. Social media like blogs, Facebook, Twitter, YouTube, etc. have often used is advertising. In social marketing, advertising can be a commercial advertisement and can also be a Public Service Announcement (PSA) or print media, TV ads. a public service advertisement. According to Pujiyanto (2013) defining public Knowledge level service ads are advertisements used to convey information, invite or educate Providing information will increase one's knowledge. Knowledge can make

audiences where the ultimate goal is not economic benefits, but social benefits. Someone has awareness so that someone will behave according to the knowledge they have. Social benefits include the emergence of additional knowledge, attitudes they have. Changes in behavior based on knowledge, awareness, and positive attitudes are lasting because they are based on their awareness rather than coercion (Notoatmodjo, 2011). Every human being has a different level of knowledge. Like commercial advertising in general, public service ads also have the same of knowledge. The level of knowledge starts from knowing (understanding), principles in their preparation. Advertising is a form of persuasive message understanding (comprehension), application (application), analysis (analysis), synthesis (synthesis), and evaluation (evaluation).

Therefore the most important thing in a public service advertising strategy is Consumer behavior to create persuasive communication that can influence the target adopter to change his behavior by the wishes of the social marketer. Persuasive messages According to Kotler and Keller (2009), consumer behavior is a study about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. This definition explains 3 important things, namely: 1) Consumer behavior is dynamic, 2) From the point of interaction be channeled to the target adopter through public service advertisements, usually behavior is formed due to environmental factors, 3) Seeing exchanges reach, or campaigns that are often carried out by social marketers. To attract the attention of the target adopter, the message in social marketing is not merely persuasive. More creative strategies are needed to attract attention so that the According to Kotler and Keller (2009) a complicated buying process usually

Consumer behavior

to create persuasive communication that can influence the target adopter to change his behavior by the wishes of the social marketer. Persuasive messages According to Kotler and Keller (2009), consumer behavior is a study about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires. This defini-

As explained by Mowen and Minor (2002) that the message content is a strategy used to communicate ideas to the viewer. This persuasive message will later be elastic, difficult to guess or difficult to form, 2) From the point of interaction be channeled to the target adopter through public service advertisements, usually behavior is formed due to environmental factors, 3) Seeing exchanges reach, or campaigns that are often carried out by social marketers. To attract the attention of the target adopter, the message in social marketing is not merely persuasive. More creative strategies are needed to attract attention so that the According to Kotler and Keller (2009) a complicated buying process usually

the attention of the target adopter, the message in social marketing is not merely persuasive. More creative strategies are needed to attract attention so that the According to Kotler and Keller (2009) a complicated buying process usually

message is more memorable to the target adopter. involves several decisions, a decision involves a choice between several alterna-

tive actions or behaviors, in essence, even though marketers often refer to the

Attraction of advertising

choice between product, brand, and place of purchase, the purchase process is

The attractiveness of advertising (power of impression) of an ad is how much also usually influenced by good relations between producers.

the advertisement can amaze or attract the attention of its viewers (Indriarto,

Methods in the purchase process of individual consumers (Kotler and Keller,

2006). The appeal of advertising (advertising appeal) refers to the approach

2009), namely: Problem Recognition, Information Search, Alternative Evalua-

used to attract the attention of consumers and affect their feelings towards a

tion, Purchasing Decisions, Post-Purchase Behavior.

product. To foster appeal to the target audience advertising must be able to

display advertising messages that can persuade, be able to arouse, and retain Digital Marketing-

Mediated Communication

consumers' memories of the products offered. Computer-Mediated Communication (CMC) is a form of communication

Regarding the attractiveness of advertisements, Suyanto (2005) added that that is very different from other forms of communication such as interper-

advertising is a supporting tool in the promotion program, therefore attrac- sonal communication,

group communication, organization, and mass com-

ativeness is needed so that the message delivered has the desired impact of ad- munication. As

Andrew F.Wood and Matthew J. Smith (2005) said, CMC is

vertisers. an integration of computer technology with everyday life. In it often there are

vague boundaries between forms of mediated communication and forms of

The attractiveness of advertising is very important because it will increase the

communication that are mediated.

success of communication with the audience (Sutisna, 2003). The attractive-

ness of advertising itself is divided into 2 (two) namely the attractiveness of According to Ben H.

Bagdikian (2004) had written that internet technology is

rational advertising messages and the attractiveness of advertising messages the main pillar in the

form of CMC, its position is still ambiguous whether or

based on feelings and emotions. The appeal of rational advertising messages not as a mass media. On the one hand, the internet is not centrally controlled is divided into four types of advertisement appearances, namely factual, a slice in deciding what will be disseminated to the public interest. But on the other of life, demonstration, and comparative advertising. While the attractiveness of hand, this form of CMC communication demonstrates the mass effects in its advertisements based on feelings and emotions contains elements such as fear,

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reporting, general information, and its impact on the vast population. Each of Population and sample

the categories of communication that have been mentioned such as interpersonal communication, group communication, and mass communication have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population is not just a number but includes all the characteristics or properties possessed by the object or subject when compared to group communication.

(Sugiyono, 2015). The population to subscribe to COVID-19 Public Service Research paradigm Vaccination Advertisements if already in Indonesia as of March 2020 is: 2146 respondents with a sample size 95.55, rounded to 96 samples.

This study uses a positivistic paradigm, where this paradigm is based on an assumption that a phenomenon can be classified, and the causal relationship is Sampling technique

causal (cause and effect), so the researcher can research by focusing on only a few variables Sugiyono (2015).

Sampling is done with types of sampling techniques in this study using a purposive sampling technique. Sugiyono (2008) states that purposive sampling Research approach is a sampling technique with certain considerations. According to Margono (2004), the selection of a group of subjects in purposive sampling is based on certain characteristics that are considered to have a close connection with

proach that aims to find the truth objectively, empirically, systematically, and previously known population characteristics, in other words, the sample units organized. Because this quantitative research is concrete in nature that can be contacted are adjusted to certain criteria applied based on research objectives. quantified in the form of numbers, so this research is objective in nature with results that can be generalized to the population and can be interpreted by ev- The criteria determined by the researchers include:

everyone. Quantitative research is research that describes or explains a problem It is a subscription to public service ads on You tube.

whose results can be generalized. Thus quantitative research needs not to be

Comment on public service announcements, if the COVID-19

concerned with the depth of the research data considered to be a representa- vaccine already exists in Indonesia.

tion of the entire population. (Kriyantono, 2012).

Intend to give the COVID-19 vaccine to his child.

Types of research

RESULTS AND DISCUSSION

This research uses the explanative research type. This type is used when re- searchers want to know why certain situations or conditions occur, or what Correlation test influences the occurrence of something. Researchers not only describe the Table 1 above shows that the correlation coefficient is 0.684. This

occurrence of phenomena but try to explain why phenomena occur and how value shows that variable X1: Perception about the attractiveness of

they affect them. The researcher explains the relationship between two or more public service ads about COVID-19 Vaccine and variable X2: Know-

variables and is required to make a hypothesis as an initial assumption to ex- ledge Level has a strong relationship with variable Y: Intention to use

plain the relationship between the variables studied. COVID-19 vaccine.

Researchers attach importance to the breadth of the data so that the data or Determination test research results are considered to be a repetition of the entire population. Re-

Analysis of the Coefficient of Determination (R^2) is used to determine

searchers are required to be objective and separate from the data. All must be

how much percentage of the contribution of the influence of independ-

objective by first testing whether the limitations of the concept and its measurement variables on the dependent variable either partially or stimulative. measurement tools have met the principles of reliability and validity. The researcher This can be seen in the R Square column.

tries to limit the concepts and variables under study by directing the research in a controlled, more systematic, and structured setting (Krisyantono, 2012). Based on Table 2 above, the results of R Square for variable X1: The perception of the attractiveness of public service ads about the COVID-19

Research methods

vaccine on Youtube is 0.391. This shows that variable X1: perception

This research method uses a type of survey research. The survey is a research of the attractiveness of COVID-19 vaccine public service ads has conducted method using a questionnaire as an instrument for collecting data. The aim is attributed to variable Y: intention to use the COVID-19 vaccine of 0.391

to obtain information about several respondents who are considered to represent $x 100\% = 39.1\%$.

This means that the perception of the attractiveness

sent a certain population (Krisyantono, 2012). of COVID-19 vaccine public service ads on Youtube only contributed

39.1% to the intention to use the COVID-19 vaccine. The remaining

60.9% is influenced by other factors.

Table 1: Correlation Test

Model R R Square Adjusted R Std, Error Change Statistics Durbin

Square of the R Square F Change df 1 df2 Sig, F Watson

estimate change Change

1 , 684a , 334 , 357 2.57992 , 334 14,926 2 88 , 000 1,852

Predictors: (Constant) X1 X2

Dependent Variable: Y

Table 2: Summary Model

Model R R Square Adjusted R Square Std. An error of the Estimate

1 , 553a , 391 , 188 2.82309

Predictors: (Constant) X2

Dependent Variable: Y

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Based on the Table 3 above, the results of R Square for variable X2: The which statistically means that if the perception variable attractiveness level of knowledge of 0.427. This shows that the level of knowledge has of COVID-19 vaccine public service ads rises one-unit then the intention variable to use the COVID-19 vaccine will experience an increase $\times 100\% = 42.7\%$. This means that the level of knowledge contributes of 0.445. 42.7% to the intention to use the COVID-19 vaccine. The remaining Variable coefficient X2 Significant level of knowledge in the regression 57.3% is influenced by other factors. model with a variable regression coefficient of 0.498. The positive sign

Based on the Table 4 above, the results of R Square for variable X1: on the coefficient value shows a direct relationship between the level of perception of the attractiveness of public service ads and variable X2: knowledge to use the COVID-19 vaccine where statistically means that knowledge level of 0.494. This shows that the variable perception of the if the variable level of knowledge rises one-unit, the intention to use the attractiveness of COVID-19 vaccine public service ads on Youtube (if COVID-19 vaccine will experience an increase of 0.498.

it already exists) and the variable level of knowledge together (simultaneously) have a contribution to the intention to use variables of 0.494

T-test was conducted to determine the level of significance or at least $\times 100\% = 49.4\%$.the effect of each independent variable on the dependent variable. The of COVID-19 vaccine public service ads on Youtube (if available) and results obtained by researchers are as follows.

the level of knowledge contributing simultaneously to the intention to use the COVID-19 vaccine by 49.4%, while the remaining 50.6% is influenced by other factors. Based on Table 6, the t-test steps are as follows

fluenced by other factors. The calculated value for the variable X1 perception of the attractiveness of public service ads is $3.685 > T$ table 1.662 and significance (Sig)

0.002T table 1.662 and significant (Sig)

equation can be formed as follows

0.002 from the F table of 3.099 and

is 16,826. Variable coefficient X1 the attractiveness perception of pub- a Significance value (Sig) of 0,000

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