

# THE IMPACT OF EXPOSURE, ENGAGEMENT & IMAGE TOWARD ATTITUDE THROUGH WEB SERIES ON YOUTUBE

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## ABSTRACT

This paper presents an investigation of internet user behaviour particularly in YouTube Platform about the impact of web series – a new emerging format of video entertainment in this digital & social media era. A short web series video of JBL Indonesia – an audio device brand in the series #SebuahEpisodeYangTertinggal was picked to be examined by its viewers. The objective was to examine whether JBL Indonesia has achieved its digital marketing objective through this web series about to the introduction of the truly wireless earphone. Does it help raise the audience's state of mind toward the brand and its newly launched product? A modified model based on previous researches about the impact of online video on the shaping attitude of its viewers was proposed in this research. The researcher proposed three main variables which were presumed and based on online observation and previous related literature to be commonly experienced by YouTube users; there were (1) exposure – a representation of viewership & impressions of the video, (2) engagement - a representation of user's involvement toward the content and (3) brand image a representation of the image of the video owner. Three hypotheses were examined on the samples of the viewers and it resulted in a significant impact. This research contributes based on findings that entertaining content can help the brand shape its audience's attitude. A good brand name in its category also help amplify the construction of attitude. The brand image of JBL Indonesia itself was perceived to be positive and presenting the brand through web series in a good way. Toward marketing theories, it proves that a combination of good content material, positive engagement, and a good brand reputation can help build positive marketing objectives.

**Keywords:** *Exposure, Engagement, Image, Image, Attitude, Web Series, YouTube*

## 1. INTRODUCTION

Nowadays new media can consist of any kind of online platform which enables reciprocal interaction such as YouTube, Blog, and online forums as part of the new media of communication (Levinson, 2009). And YouTube is one of the most frequently used by internet users based on its easiness, interesting features, and cheapness (Versigny, 2018). In Indonesia particularly YouTube has become the most active social media platform (We Are Social, 2019).

Accordingly, digital marketing through YouTube now becomes an essential tool to harness the shifting of visual communication from a static image to audiovisual visual in this digital era. As

an independent channel and online communication medium, now the brand owner can insert marketing agenda on it such as product reviews, experiments, activities, and promotional content. Recently there are innovative video content through YouTube such as video series which is publicly known as web series. Brand owners can also take part in the web series as a medium to introduce their brand in various angles on the video itself whether as product placement, sponsorship, or introduction of the features inside the story itself.

One of phenomenal web series in Indonesia is “Yakin Nikah” which was presented by JBL Indonesia – an audio speaker brand from U.S. In Indonesia it has been very popular by introducing

audio products such earphone, headphone, portable Bluetooth speaker and convert based on predefined model. While the product inside web series format on YouTube Platform is aimed to complement marketing mix (Rangkuti, F. 2009). Moreover the researcher would like to know further how far this activity can replace TV Commercial by resulting the equivalent impact to the audience. *Yakin Nikah* was firstly launched on November 2018 and had released 3 seasons with more than 15 million viewers in total. Each season consists of several episodes (span from 4 up to 7 episodes). One of its special episode is “Sebuah Episode Yang Tertinggal” which was released to introduce the usage of Truly Wireless Earphone where the casts demonstrated functions and features of the product inside the scenes.

As YouTube provides an end-screen feature that enables a product purchase link at the end of the video, JBL complements the video through this feature. The price and sales promotion can be accessed on the click-screen where then it drives the viewer to the JBL’s mobile app to conduct a purchase. Based on the case above, it is questioned whether JBL’s digital marketing activity through the YouTube platform is effective to push purchase intention or not.

The researcher limited this research to only one particular episode. Other episodes were not included during the span of 3 seasons. The viewers might also watch the web series from the earlier episodes, which might also influence their attitude. However, the researcher strictly focuses on the impact of episode “Sebuah Episode Yang Tertinggal” as the research's object.

## 2. LITERATURE REVIEW

Jain et al (2018). Explored the impact of online entertainment on the shape of attitude and purchase intention through the shapes of advertising value. They found a significant impact of online video advertisement value to the shape of viewers’ attitude, although their proposed model was not fit to be applied in the online video case.

Masitha & Bonita (2019) explored the impact of web series to purchase intention through brand awareness. They also used The Brian Solis concept to measure the impact to purchase intention where the indicators of that concept are combined inside the digital campaign variables

(exposure, engagement, influence, action). Its result indicated a significant impact of digital marketing variables to purchase intention and brand awareness. They used a triangle model of a digital campaign, purchase intention, and brand awareness which the researcher still got relevant to this research. Its digital campaign variable is relevant to this research to be exposure meaning as viewers get exposure to digital campaign activities.

Furthermore, Riley et al (2016) examined the impact of brand image fit on attitude towards a brand alliance. Related to the image variable, it can be referred to as the brand image concept. It has been an important concept in marketing and consumer behavior disciplines. They used brand image elements as early proposed by brand theorist – David Aaker (1996) to be examined in their model and found that the brand image elements could impact the shaping of consumer’s attitudes. They proposed three main indicators of brand image: pre-attitude toward brand A, pre-attitude toward brand B, product fit. These three variables are combined to influence attitude toward brand alliance and moderated by brand familiarity. The Researcher assumes it to be an early indicator to hypothesize the image of a brand to influence the attitude of the potential customers.

The research above is early supporters to propose the three hypotheses in this research. There are exposure toward attitude, engagement toward attitude, and brand image toward attitude. Most of the predecessor researches have proposed the impact of digital activities on purchase intention although it was not proposed in this research. They proposed that buying intention is the result of the consumer journey in online activities and most of them proposed the use of attitude before it ends up in buying intention. This proposition is inline in this research to use attitude as an essential element shaped in online activities. There are several types of research related to the factors that affect potential consumer’s buying intention through the use of attitude such Dinda et al (2018) in measuring advertisement on YouTube toward purchase intention, and Yuksel (2016) in measuring factors such as YouTube engagement indicators (view, like, comment, reply), perceived credibility of information in the video, perceived usefulness of the information in the video and perceived video characteristics in the video toward attitude and purchase intention.

**3. RESEARCH METHOD**

Looking at this case identification above, the problems can be identified as below:

- a. Does the JBL’s web series as one of its marketing communication programs have a significant impact on its viewers as its potential consumers? It questions the effectiveness of a digital marketing program. The measurement will be in three variables of exposure, engagement, and brand image.
- b. Does the episode: Yakin Nikah – #SebuahEpisodeYangTertinggal which is equipped by end-screen feature have a significant impact on its viewers in shaping attitude in the viewers' mind? It questions the effectiveness of a special episode on shaping the attitude of viewers.

Overall both problems identification above, the researcher formulated the research problem to be questioning the use of YouTube Platform to introduce truly wireless earphones through online web series whether it is effective or not to shape the viewers' state of attitude. As it is the preliminary objective of online exposure.

Then the research objectives are derived based on the problem formulation above to be detailed as below:

- c. Analyzing the impact of exposure toward attitude.
- d. Analyzing the impact of engagement toward attitude.
- e. Analyzing the impact of the brand image toward attitude.

Therefore based on these objectives, the model is portrayed as below:

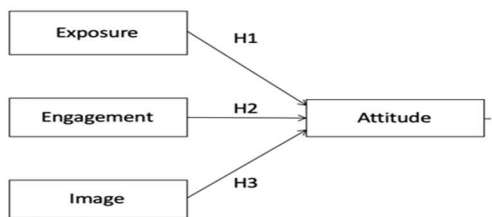


Figure 1: Research Framework

A cross-sectional design is conducted through an online questionnaire survey to targeted respondents of YouTube users who have watched

the Yakin Nikah web series and specifically on episode #SebuahEpisodeYangTertinggal. A screening question is applied in the beginning as a validity check toward the target respondents before they answer the whole questions in the questionnaire. There were preliminary age-screening to be only 18-24 years old, 25-29 years old, 30-34 years old, and 35-40 years old which represents the millennials generation as predefined to be the most frequent YouTube active users. The researcher made sure that all of the targeted respondents had viewed completely the video until the end-screen where the product was promoted by the brand. An additional preliminary was added to identify the respondent whether they are active JBL product users or not based on the possession of any kind of JBL products.

The questionnaire is designed based on the proposed model. On the exposure dimension, respondents will be asked about attributes related to the contents and characteristics of the video such as understanding of the content, emotional bonding, and credibility of the video. On the engagement dimension, respondents will be asked about attributes related to the user’s type of actions to be involved in an online video content that has meaning and benefit. As engagement is very enabled in the YouTube platform through putting like a mark, dislike mark, subscribe to the channel, and inserting comments and replies. On the brand image dimension, respondents will be asked about attributes related to the brand image of JBL Indonesia which released Yakin Nikah #SebuahEpisodeYangTertinggal. The image, in this case, can be referred to as attributes such as symbolic benefit if a consumer has the product, economic fit if the consumer perceives the price based on its value for him, and technological aspects to measure the perception toward innovation, uniqueness, and design of the product. On the attitude dimension, respondents will be asked about their mind-statement after watching the video. Do they have judgment toward the video such as perception, emotion, and feelings? The detailed derivation of the concepts to the measurements on the questionnaire is in the table below:

Table 1. Questionnaire Design Summary

Dimension	Questions Design
Exposure Dimension	1. The video is understandable related to content story

	2. The video is touching emotionally
	3. The video sticks to the memory
	4. The video is interesting
	5. The video is convincing consumer about the product
	6. The video represents trust of the brand
<i>Engagement Dimension</i>	1. The video makes viewer click like button
	2. The video makes viewer comment positively
	3. The video makes viewer respond/reply positively
	4. The video makes viewer share it
	5. The video makes viewer save it
	6. The video makes viewer subscribe YouTube Channel of JBL Indonesia
<i>Brand Image Dimension</i>	1. The new earphone product is affordable/value-for-money
	2. The new earphone symbolizes trendy
	3. The video & earphone have high point of attraction
	4. The video & earphone are unique innovations
	5. The quality of the video & earphone are excellent
<i>Attitude Dimension</i>	1. The video is reliable
	2. The video is creative
	3. The video is educating
	4. The video is differentiated
	5. The video is touching emotion in positive way
	6. The story of the video is understandable
	7. The video gives clear information about product

Targeted respondents in Jakarta were selected based on the heaviest city of YouTube activity in the capital region of Indonesia. Some 162.000 male & female populations were extracted based on the actual number of subscribers of the JBL Indonesia YouTube Fanpage (as data of September 2020). A standard error of the mean formula was applied to

determine the number of samples and resulted in several 399 samples. The technical sampling procedures were selected by judgmental sampling on the area of the researcher. After the data had been submitted completely, standard validity & reliability tests were executed and then processed further to factor analysis (in case there was a need to do data reduction based on factor score) and ultimately regression analysis was executed to test the hypothesis based on the proposed model.

This research can contribute to both academic/theoretical and practical/business benefits. For academic benefits, this research can contribute to the marketing science in analyzing and examining video content particularly in YouTube platforms, and specifically examining the impact of the EPIC Model derived to exposure, engagement, brand image, and attitude variables framed on this research. It strengthens the foundation of attitude dimension which can be shaped through various digital activities stimulants as portrayed in this research. It should be additional literature on how digital marketing activities should aim their objective through a new format of marketing communication tool in the form of video series.

And for practical benefits, this research can contribute to not only JBL Indonesia as the brand owner of JBL in Indonesia but also other brands in optimizing digital marketing strategy through video content on the YouTube Platform. Through the model on this research, a brand can measure the ROI of the campaign in each proposed variable and correlate it to the marketing budget. As we know that digital activities have precise metrics as generally used in measuring exposure and engagement. Through this research, a brand owner can estimate how far he should aim whenever he enters the digital platform to touch his audiences, whether he just wants to have massive exposure of the brand, earns viral engagement, or develop on audience's mind about the position of the brand as a state of attitude which becomes a foundation to stimulate the purchase intention.

#### 4. HYPOTHESES

Based on the framework the hypotheses can be defined as below. They examine each correlation in the research framework as portrayed in Figure 1.

- **Hypothesis 1:**

- $H_0$ : The exposure does influence attitude significantly.
- $H_1$ : The exposure influences attitude significantly.
- **Hypothesis 2:**
  - $H_0$ : The engagement does not influence attitude significantly.
  - $H_1$ : The engagement influences attitude significantly.
- **Hypothesis 3:**
  - $H_0$ : The brand image does not influence attitude significantly.
  - $H_1$ : The brand image influences attitude significantly.

**5. RESULT AND DISCUSSION**

Amounted 405 respondents were collected, 203 men (50,1%) and 202 women (49,9%). Those respondents are 55 persons between 18-24 years old, 187 persons between 25-29 years old, 104 respondents between 30-34 years old, and 59 respondents between 35-40 years old. This demographic represents the target respondents' age to be millennials generation as defined to be born between the 80s up to late 90s. The researcher questioned about possession of JBL products on the early stage of the questionnaire. Based on their responses, 210 (51,9%) respondents admitted having at least one JBL product, and 195 (48,1%) respondents admitted having never had JBL's product yet. Overall there is no skewed tendency of the demographic composition of the respondents. They span from early age up to late age of millennials generation to represent the actual YouTube active users. And there are also fair proportions of both gender comparison and consumer and non-consumer comparison of JBL products. The data was then processed statistically on reliability test and hypothesis test as below:

Table 2. Reliability Data & KMO Value

	Cronbach's Alpha	Value KMO
Exposure	0,940	.908
Engagement	0,911	.834
Brand Image	0,907	.854
Attitude	0,939	.856

The data was reliable enough to be processed on further analysis based on Cronbach's Alpha result all above 0.5 limit score. Besides, to be analyzed on the correlation matrix, all five variables are eligible to be analyzed on factor analysis. It can be seen on Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) to be above 0.5 limits. Then factor analysis was processed further. The loading factors resulted in all significant results to be ranging between 0.787 up to 0.902. The lowest coefficient of loading factor is on Engagement variable – question number 3 about watching JBL web series to make the user is encouraged to put positive comments, the score is 0.669. Technically all loading factor scores are above the minimum requirement of 0.5 so there was no data reduction for further regression analysis. The hypothesis testing results are as below.

Table 3. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	,658	,085		7,718	,000
X1 (Exposure)	,797	,025	,850	33,379	,000
(Constant)	1,328	,084		15,760	,000
X2 (Engagement)	,657	,026	,778	24,842	,000
(Constant)	1,174	,113		10,409	,000
X3 (Brand Image)	,664	,034	,702	19,813	,000

a. Dependent Variable: Attitude (Y)

**Hypothesis 1:** Exposure has a positive effect on attitude with a coefficient score of 0.850 and all Sig. to be .000 (below 0.005 requirement). Data supports strongly the first hypothesis that exposure to the video web series contributes to the shaping of viewers' attitudes toward the JBL brand. ANOVA data also resulted in a regression model that can describe mostly variation on the attitude variable and resulted in a lower portion of residual value. Viewers made a positive attitude on their minds about the JBL brand and web series video. The massive exposure is one of the strengths of the JBL web series with more than 500k views and 3.5k comments. Even if YouTube users has not commented on the comment section and not watched completely, at a glance user could skim the comments and perceive the positive value of the content then invent a positive attitude. On this hypothesis, research summarizes that each element of exposure of the video is strongly powerful to be stuck on the viewers' minds. If we get back to the questions on the questionnaire there are measurements about

understandability of the story, emotional bonding, memorability, point of attraction, and trust of the brand owner. So the whole package of the video is perceived very well in the mind of viewers.

**Hypothesis 2:** Engagement has a positive effect on attitude with a coefficient score of 0.778 and all Sig. to be .000 (below 0.005 requirement). The data supports the second hypothesis that engagement impacts positively on attitude. ANOVA data also resulted in a regression model that can describe mostly variation on the attitude variable and result in a lower portion of residual value. The higher number of engagements in the form of a number of comments, likes, shares, and favorites impacts on the more positive attitude of viewers about the JBL brand. In this case, YouTube viewers intended voluntarily to put positive comments about the story of the web series. And simultaneously it creates a positive attitude toward the JBL brand as the creator of the web series. As we know YouTube platform enables users to put comments unlimited, viewers of a video can comment initially, the reply of comments of other users, and finally involved in multi-discussions in a single comment feed of a video. So these findings summarize that users' participation to get involved in comments discussion voluntarily is a strong stimulant to gain a positive attitude of the overall web series and the brand. Digital native users mostly do not hesitate and doubt to put a short comment on any content that they follow on social media. So this is a finding that gaining a massively positive attitude is as much as the overall engagement gained on this video. The video has gained more than 550k viewers and more than 3.5k likes. So the overall positive attitude gained is the total of active users on this metric as a representation of the samples of the respondent.

**Hypothesis 3:** Brand image has a positive effect on attitude with coefficient 0.702 and all Sig. to be .000 (below 0.005 requirement). The data supports the third hypothesis that the brand image of JBL Indonesia impacts the positive attitude of viewers of the JBL brand. ANOVA data also results in that the regression model can describe mostly variation on the attitude variable and result in a lower portion of residual value. There is a different finding on this third hypothesis. The regression score is not as high as on the first (exposure impacts to attitude) and second hypothesis (engagement impacts to attitude). If we look back to the questions on the

questionnaire, on this dimension there are questions about affordability or the product, symbol of trendiness, point of attraction, point of innovation, and quality of the video & product. These attributes are mostly attached to the brand – in this case, is JBL Indonesia. The researcher concludes that on this hypothesis, users perceive more of the JBL brand and less of the web series itself. Brand image is mostly correlated to the JBL brand and is not pointed to the web series content itself. So between the three independent variables, the brand image has lower impacts on attitude although the coefficient of regression remains high. The respondent's perception about the brand image of JBL has been high or has been founded for a long time even though there are no Yakin Nikah Web Series and episode #SebuahEpisodeYangTertinggal.

## 6. CONCLUSION

Reviewing statistical results above, with all signs of coefficient tolerable on .000 and all standardized coefficients marked as strongly correlated (X1) exposure – 0,850, (X2) engagement – 0,778 and (X3) brand image – 0,702, there can be conclusion finding that web series itself as presented in the three independent variables has been performed well by JBL Indonesia. The episode #SebuahEpisodeYangTertinggal has reached its maximum result to shape the attitude of its loyal YouTube viewers, introducing the newly launched product Truly Wireless Earphone. Based on this research, YouTube viewers' exposure is shaped and created on the mind of viewers based on the high number of views and impressions of the video which has strongly reached numerous viewers and stimulated the state of mind from there. Besides the push of exposure, the engagements have a strong contribution to shape a state of mind too. Even if people have not put comments or likes on the video, they probably have seen the number of comments already submitted and likes already marked. These signs of engagement are stimulants too to make the upcoming viewers follow the early viewers who have put comments and likes marks. Finally, they make a positive attitude on the overall story of the web series and JBL as a brand. On the brand image side, a JBL brand has already had a strong presence in the audio industry. It does not give an impact as strong as on exposure and engagement even though the

correlation coefficient is high. In conclusion, the three main variables; exposure, engagement, and brand image play an essential role in the digital presence particularly on the YouTube platform to create and shape a positive state of attitude in the mind of viewers and potential customers.

Referring to the problem statement and objectives, this research achieved several points. The brand's marketing effort to attract the audience through video content effectively met the target. To be specific, a special episode has successfully introduced the newly launched product to its audience. The three components of exposure, engagement, and brand image shall be the essential elements to push marketing objectives through digital channels in the future.

After this work, there is issue that was not attended. The respondents consisted of both people who already purchased and never purchased JBL products. The samples of respondents from existing customers and non-customers might result differently. Further research that differentiates these two clusters can describe the result more deeply. From the researcher's point of view, further research shall create a comparison of effectiveness between episodes.

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