

THE DISCOURSE STRATEGIES OF GOJEK ADVERTISEMENT “CERDIKIAWAN” ON YOUTUBE

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ABSTRACT

This research focuses on the discourse strategies, social features, and socio-cultural aspects employed in a GoJek advertising video on YouTube. The study adopts Critical Discourse Analysis (CDA) within Fairclough's three-dimensional framework to understand the linguistic choices, social features, and how sociocultural elements persuade the audience. The paper outlines the descriptive qualitative methodology, including discourse and visual analysis. The analysis highlights rhetorical devices, figurative language, and social features as persuasive elements in the GoJek advertisement. This study contributes to understanding how discourse strategies and social features are used in advertising to influence audience perceptions and behaviors. The findings of the study indicate that GoJek's "Cerdikiawan" advertisement effectively utilizes linguistic techniques, social features, and persuasive strategies to attract the attention of the target audience and achieve its marketing objectives.

Keywords: *Advertisement, Critical Discourse Analysis, Linguistic choices, Social features, Sociocultural aspects.*

BACKGROUND

Advertisements play a significant role in society as they are pervasive and influential in shaping people's perceptions, values, and behaviors. In the age of the digital industry, online video advertising is one of the most used methods of product promotion. According to Dynata & GmbH (2020), by 2020, each ad format has become a significant source of revenue for the advertising industry, with video estimated to account for half of the programmatic revenue. It shows that video advertising has risen to prominence and influence in this modern society. Amid Indonesian society itself, the trend of the digital industry has been highly advanced. One of the most notable service companies in the digital sector is GoJek. On its official website, this company is claimed to be "Southeast Asia's only company to make it to Fortune's 'Change the World' list twice". The company currently offers online transportation services, online food delivery, and other services that have grown popular. In fact, in 2019, these services helped the Indonesian economy grow by \$7.1 billion (Gojek, 2023). Several dimensions and indicators influence this phenomenon. One of them is the ability of the brands to attract customers and stimulate the desire of potential customers to make purchases using their services (Bontisesari, 2022). Then, efforts are made in the form of adverts to draw this.

In the context of advertisement, the use of language goes through careful consideration and setup. In certain instances, an advertisement includes discourse to draw in potential customers. Discourse in advertising is not merely about conveying information; it's a powerful tool for shaping perceptions, influencing beliefs, and ultimately, driving consumer behavior (Liyanage, 2020). This intricate interplay of language, visuals, and storytelling allows brands to connect with consumers deeper, building trust and ultimately driving sales. According to Abdumutaljonovna (2022), by strategically crafting messages that appeal to emotions, establish a unique brand identity, and influence consumer behavior, advertisers can create compelling narratives that resonate with their target audience. Critical Discourse Analysis (CDA) sheds light on the power dynamics embedded within advertising discourse, revealing how it can reinforce dominant ideologies and societal norms. CDA encourages us to deconstruct the language and visuals, uncovering the hidden messages and assumptions strategically employed by advertisers to achieve their marketing goals. Understanding the principles of discourse and applying them strategically allows marketers to create compelling campaigns that resonate with their target audience and achieve their marketing goals (Turhan & Okan, 2017).

Looking at this phenomenon, this study aims to reveal the discourse strategy in a GoJek advertising video that has been watched more than 100 million times on YouTube. However, it is crucial to be aware of the potential for advertising discourse to reinforce dominant ideologies and power structures and critically analyze the messages within the advertisement. Critical Discourse Analysis (CDA), particularly when applied within Fairclough's three-dimensional framework, offers a comprehensive approach to understanding the discourse strategies employed in an advertisement. Fairclough's three-dimensional framework is thorough and methodical for advertisement analysis. The first dimension entails looking at the textual components, such as linguistic choices, persuasion strategies, and narrative structures. The second component examines the production procedures while considering the larger sociocultural and economic settings. This aspect investigates how institutional factors, social dynamics, and power relationships affect the production and distribution

process of advertising. The third dimension examines how the target audience responds to and interprets the advertisement, by considering how the messages are negotiated and, potentially, resisted. Hence, the researchers look at social elements, discourse strategies employed in GoJek advertising videos, and the outcomes of applying these features persuasively within society throughout this study.

Fairclough's three-dimensional model(1995) is particularly significant for this research due to its ability to provide a holistic understanding of the complex interplay between text, production, and reception in advertising discourse. Firstly, the model's focus on textual analysis allows researchers to identify the specific linguistic choices, persuasive techniques, and narrative structures employed in the GoJek advertisement. This textual focus can reveal how the creators strategically use language to shape perceptions, influence beliefs, and drive consumer behavior. Secondly, the model's emphasis on production context allows researchers to understand the broader social, cultural, and economic forces that shape the creation and dissemination of the advertisement. This includes examining the role of GoJek as a company, the Indonesian socio-economic landscape, and the prevailing ideologies and power structures that might influence the message being conveyed. Finally, the model's consideration of reception allows researchers to explore how the target audience interprets and responds to the advertisement. This involves analyzing how the message is potentially negotiated and resisted or impacts consumer behavior and perceptions of the brand. By integrating these three dimensions, Fairclough's model provides a comprehensive framework for analyzing the discourse strategies employed in a GoJek advertisement. It enables a deeper understanding of their impact on viewers and their role in shaping consumer behavior and perceptions within Indonesian society.

There have been several previous studies related to the topic of this research. Turhan & Okan (2017) conducted a study examining non-product advertising language based on Fairclough's CDA (Critical Discourse Analysis) framework. They divided the text analysis into three levels: description, interpretation, and explanation. Similarly, this framework has also been applied in other studies, such as Susanti's (2019) study on beauty product advertisements and a study by Marthanty & Lestari (2020). In addition to these studies, others serve as references and comparisons, such as Bontisesari's (2022) study that examined advertisements from Grab, a service company similar to GoJek. They applied a similar theoretical framework but with adaptations specific to the textual aspect, focusing on Grabfood advertisement. Another relevant study by Winahyu & Rasyid (2021) discussed the hypertextualized GoJek online applications and their content, particularly GoFood, using semiotic theories.

However, unlike the existing studies, this research examines a video advertisement from GoJek broadcasted on YouTube using Fairclough's three-dimensional framework. This research focuses on disclosing the strategic discourse, sociocultural features, and persuasive concepts present in the advertisement, particularly the use of socio-cultural features. To achieve this, the study analyzes the selected GoJek advertising video using the following research questions:

1. What Linguistics Features are used in the GoJek advertisement?
2. What discourse strategies are used in the GoJek advertisement?
3. How are the social features used to persuade audiences in the GoJek advertisement?

RESEARCH METHODS

To investigate the discourse strategies employed in a GoJek advertisement on YouTube and understand how sociocultural features persuade the audience, this study employs Critical Discourse Analysis (CDA) within Fairclough's three-dimensional framework (Fairclough, 1995; Fairclough et al., 1989). The analysis focuses on a GoJek advertisement on YouTube, chosen based on its popularity and representation of different services offered. An advertisement video was identified through a comprehensive search and evaluation process, considering factors such as relevance, viewership, and diversity in messaging.

METHOD

This study employs a qualitative research approach to analyze the linguistic features, discourse strategies, and social features in the GoJek advertisement video on YouTube. Qualitative research is well-suited for exploring and understanding the complexities of language and visual representations within the advertisement, as it allows for an in-depth analysis of the discursive elements and their contextual implications. As Maxwell (2013) argues, that qualitative research is ideal for exploring "the lived experiences of individuals and groups, their perspectives, and the meanings they make of their world." This approach aligns well with the study's aim to understand how the GoJek advertisement communicates with its target audience, exploring the meanings and interpretations of the message.

SETTING AND PARTICIPANT

The setting for this research is the online platform YouTube, where GoJek advertisements are widely available. This research does not involve human participants, the analysis focuses on non-human participants, specifically the utterances and discourse in the selected GoJek advertisement on YouTube. However, several comments are selected to sharpen the analysis, as the sample of audience responses.

DATA COLLECTION PROCEDURES

The data collection process involves the following steps:

1. Selection of Advertisement: A careful selection of GoJek advertisements on YouTube is made based on relevance, popularity, and diversity of discourse strategies. An advertisement video was chosen to ensure a comprehensive analysis.
2. Data Gathering: The selected advertisement is accessed on YouTube, and data are gathered by transcribing the linguistic content, documenting visual elements, and noting socio-cultural features. The data-gathering process is iterative, allowing for a thorough examination of each advertisement.

TECHNIQUES AND INSTRUMENTS

To address the research questions and analyze the selected GoJek advertisement, the following techniques and instruments are utilized:

1. Transcription and Documentation: The selected GoJek advertisement is transcribed and documented to facilitate a detailed analysis of the textual and visual elements. Transcription involves capturing the dialogue, slogans, and relevant components, while documentation includes screenshots or time-stamped frames to analyze specific visual elements.

2. Textual Analysis: The analysis is conducted within Fairclough's three-dimensional framework. The first dimension involves a detailed examination of the textual elements within the advertisement, including linguistic choices such as rhetorical devices and figurative language.
3. Visual Analysis: In addition, a visual analysis approach is applied to dissect the visual representations, symbols, and aesthetics used in the advertisement. This analysis explores how the visual elements contribute to the overall discourse strategy and convey socio-cultural meanings.
4. Discursive Analysis: The second dimension of Fairclough's framework is applied to explore the social features and discourse strategies in advertisement. This involves analyzing the broader socio-cultural and economic contexts that shape the production and reception of the GoJek advertisement. The socio-cultural features within the selected GoJek advertisement are examined to understand the discourse strategies used.
5. The third dimension of Fairclough's framework is exploring how the socio-cultural features in GoJek's advertisement persuade the audience. This includes examining audience interpretations, responses, and potential resistance to the messages conveyed in the advertisements by analyzing the selection comments from YouTube regarding the advertisement video.

DISCUSSION

In this research, the author has selected a GoJek advertisement video from the GoJek Indonesia YouTube Channel entitled “Gojek Mempersembahkan: Cerdikiawan” (2023). The analysis involves Fairclough's three-dimensional Critical Discourse Analysis (CDA) model to reveal intriguing insights into discourse strategies used in the advertisement, along with their persuasive techniques and narrative structures.

A. Textual and Visual Analysis of Linguistics Features

This dimension focuses on the linguistic features of the text, including word choice and narrative strategies. It examines how these elements contribute to the overall meaning and persuasive intent of the advertisement (Fairclough, 1995). The following is the application of textual analysis to linguistic choices in GoJek advertisements:

Table 1. Textual Analysis


Linguistics Choices	Visual Data
Rhetorical Devices	

FIGURE 1. GoJek advertisement clip “Cerdikiawan” 0:36

Caption: "*Menakjubkan*" (Amazing)



FIGURE 2. GoJek advertisement clip "Cerdikiawan" 0:23

Caption: "*Kuah, mi, bakso, kompak satu plastik*" (Soup, noodles, meatballs, united in a plastic)



FIGURE 3. GoJek advertisement clip "Cerdikiawan" 0:45

Caption: "*Melampaui batas dengan penuh akal*" (Go beyond limits with resourcefulness)

Figurative Language



FIGURE 4. GoJek advertisement clip "Cerdikiawan" 0:15

Caption: "*Menyangga Kepala Menjadi Inspirasi bagi yang melirik*" (Supporting the head becomes an inspiration for those who glance)

Rhetorical Devices

Rhetorical devices are linguistic tools that enhance communication, often with the goal of persuasion. They are techniques writers and speakers employ to create a specific effect on their audience, making their message more compelling, memorable, and impactful. In advertising, these devices are essential for crafting messages that capture attention, resonate with consumers, and drive purchasing decisions (Chetia, 2015). In FIGURE 1, the repetition of the word "*Menakjubkan*" at the end of a line creates a powerful rhetorical effect, emphasizing the sense of wonder and amazement. Moving on to FIGURE 2, the alliteration "*Kuah Mie Bakso/Kompak Satu Plastik*" provides a catchy and memorable quality to the message, enhancing its impact on the audience. The rhyme "*Melampaui Batas/Dengan Penuh Akal*" in FIGURE 3 adds a poetic element to the advertisement, making it more engaging and appealing. These

rhetorical devices not only emphasize key points but also contribute to creating a lasting impression on the viewers. It is worth noting that while these techniques add humor to the advertisement, they also carry underlying symbolism related to economic class and group identity.

Figurative Language

Hutagalung et al. (2023) defines figurative language as a way of using words or expressions with a meaning that goes beyond their literal interpretation. It's a tool for conveying emotions, ideas, and experiences that are more engaging and memorable. In FIGURE 4, the use of figurative language, such as *"Menyangga Kepala Menjadi Inspirasi bagi yang melirik"* (Supporting the head becomes an inspiration for those who glance), enhances the imagery and conveys a sense of support and inspiration. This figurative expression adds depth to the message, evokes emotions, and creates a visual metaphor that resonates with the audience. Furthermore, the visual representation of *"menyangga kepala"* (supporting the head) in line with the content reinforces the message of providing inspiration and support, adding a layer of visual storytelling to the advertisement.

B. Processing Analysis of Social Features and Discourse Strategies

This dimension analyzes the broader social and economic factors influencing the production and reception of the advertisement. It considers power dynamics, social relations, cultural norms, and historical context that shape the message and its interpretation (Fairclough, 1995). The following is the application of processing analysis to Social Features in Gojek advertisement:

Table 2. Processing Analysis



Social Features	Visual Data
Nationalism	 <p>FIGURE 5. GoJek advertisement clip “Cerdikiawan” 0:52 Caption: <i>"Aplikasi Karya Anak Bangsa"</i> (An application made by the children of the nation)</p>
Intellectualism	 <p>FIGURE 6. GoJek advertisement clip “Cerdikiawan” 0:15 <i>"Jadilah Cerdikiawan"</i> (Be Intelligent people)</p>



FIGURE 7. GoJek advertisement clip “Cerdikiawan” 0:20
Caption: *"Mereka Menantang Aturan Klasik"* (They Challenge Classical Rules)



FIGURE 8. GoJek advertisement clip
“Cerdikiawan” 0:32
Caption: *"Mereka menerobos semua permasalahan"* (They break through all problems)

Innovation and problem-solving



FIGURE 12. GoJek advertisement clip “Cerdikiawan”
0:34
Caption: *"Lepas Tangan pun bisa telponan"* (Without hands, we can still make calls)

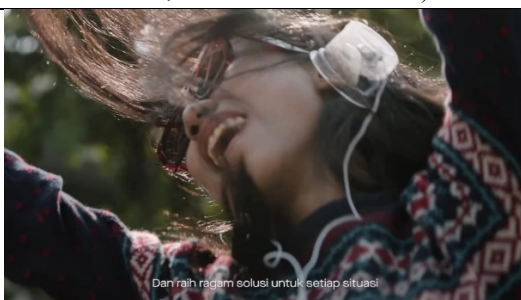


FIGURE 9. GoJek advertisement clip “Cerdikiawan” 0:48
Caption: *"Raih Ragam Solusi Tiap Situasi"* (Achieve various solutions for every situation)

Empowerment



FIGURE 10. GoJek advertisement clip "Cerdikiawan" 0:01
Caption: *"Ini kisah para Cerdikiawan"* (This is the story of The Inteligent People)

Individualism and Self-expression



FIGURE 13. GoJek advertisement clip "Cerdikiawan" 0:27

Caption: *"Bukan demi eksistensi. Namun untuk memperkaya galeri selfie"* (Not for the sake of existence, but to enrich the selfie gallery)

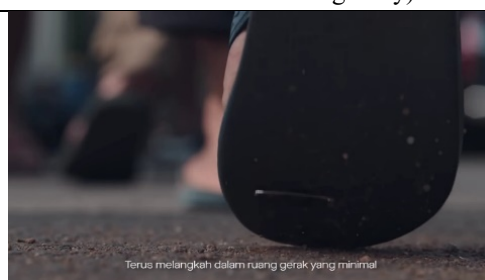


FIGURE 14. GoJek advertisement clip "Cerdikiawan" 0:42

"Terus Melangkah Dalam Ruang Gerak yang Minimal"
(Continuing to move within minimal space)

The "Cerdikiawan" advertisement effectively utilizes visual and textual elements to convey a multifaceted message about Indonesian identity, intelligence, innovation, empowerment, and individualism.

Nationalism and Local Pride

The advertisement prominently features phrases like "*Aplikasi Karya Anak Bangsa*" (An application made by the children of the nation) and "*Jadilah Cerdikiawan*" (Be Intelligent people), directly connecting the brand with national pride and promoting support for local initiatives. This connection is further emphasized by the visual aspect, which showcases the GoJek application as a product of Indonesian ingenuity. This strategy aligns with the broader trend of promoting local products and services in Indonesia.

Emphasis on Intelligence and Innovation

The advertisement highlights the value of intelligence and innovation by showcasing individuals who are "*Cerdikiawan*" (intelligent) and "*Menerobos semua permasalahan*" (break through all problems). Phrases like "*Kecerdikan Segala Perkara*" (Intelligence in all matters) and "*Mereka Menantang Aturan Klasik*" (They Challenge Classical Rules) further reinforce this message. The visual aspect further reinforces this message by showcasing individuals using their intelligence and creativity to solve problems with simple solutions. These strategies reinforce the idea that GoJek is a company that values innovation and empowers individuals to overcome challenges.

Empowerment through Technology

The advertisement features the phrase "*Lepas Tangan pun bisa telponan*" (Without hands, we can still make calls), highlighting the empowering nature of technology and showcasing the potential of cultural enrichment through advancements in communication and problem-solving. This strategy aligns with the broader trend of promoting technological advancement and digital inclusion in Indonesia.

Individualism and Self-Expression

The advertisement features the phrase "*Terus Melangkah Dalam Ruang Gerak yang Minimal*" (Continuing to move within minimal space), suggesting the importance of individual self-expression, creativity, and pushing boundaries within limitations. This phenomenon is consistent with the growing emphasis on the prevalence of individualism and self-discovery in Indonesian society.

Discourse Strategies and Persuasive Techniques

The socio-cultural features in the advertisement are strategically employed to persuade the audience through:

1. **Emotional Appeal:** The advertisement evokes feelings of national pride, empowerment, and aspiration by showcasing individuals who are intelligent, innovative, and resourceful. This emotional appeal connects with the audience's desire for a better future and inclusion.
2. **Social Proof:** The advertisement features testimonials from real GoJek users, highlighting positive experiences and reinforcing the company's credibility. This strategy leverages social proof to build trust and encourage adoption.
3. **Technological Prowess:** The advertisement showcases GoJek's advanced technology and digital capabilities, reinforcing the perception of GoJek as a modern, innovative, and reliable service provider. This strategy appeals to the audience's desire for convenience and efficiency.

GoJek's "Cerdikiawan" advertisement effectively utilizes social features and persuasive techniques to position the brand as a symbol of national pride, innovation, empowerment, and digital inclusion. The video resonates with the aspirations and values of the Indonesian audience, promoting a sense of belonging, progress, and technological advancement. By aligning itself with these social features, GoJek appeals to a wide audience and strengthens its position as a leading player in the Indonesian ride-hailing and delivery market.

C. Audience Perspectives

The third dimension of Fairclough's framework delves into the persuasive power of socio-cultural features within the GoJek advertisement (Fairclough, 1995). It goes beyond simply identifying these features and examines how they are strategically employed to influence audience perception and behavior. Analyzing YouTube comments allows us to understand how audiences interpret the advertisement's messages, their responses to the persuasive techniques, and any potential resistance to the presented narratives. This analysis reveals how effectively GoJek utilizes socio-cultural themes to resonate with its target audience and identify areas where the advertisement might face challenges or require adaptation.

Selected Comments from YouTube

- | User 1 | Jati diri orang Indonesia! Dari apapun itu bisa menjadi sesuatu yang berguna (True identity of Indonesian people. From anything, it can be something useful)
- | User 2 | #PastiAda Jalan buat orang-orang yang selalu melatih akal mereka untuk menyelesaikan, mendapatkan sesuatu dengan berbagai keterbatasan sehingga berubah menjadi sebuah inovasi, dasar aku I (There is always a way for people who always train their minds to solve problems, get something with various limitations so that it changes into an innovation, the basis of me)
- | User 3 (edited) | Terima kasih, sangat menginspirasi... saya bangga jadi mitra driver Gojek selain pendapatan dari hasil ngebid, sebagian juga pendapatan dari adsense youtube, makasih Gojek (Thank you, very inspiring... I am proud to be a Gojek driver partner besides income from bidding, some also income from adsense youtube, thank you Gojek)
- | User 4 | Ada kebanggaan tersendiri Mengabdikan kepada negara Lewat sebuah aplikasi Terimakasih, Dengan menggunakan gojek Bukan sekedar berbagi Rezeki kepada driver Tapi juga membangun perekonomian NKRI (There is a special pride Serving the country Through an application Thank you, By using Gojek Not just sharing sustenance to drivers But also building the Indonesian economy)
- | User 5 | THIS IS INDONESIA DIMANA YG NGGA MUNGKIN JADI HAL REALISTIS DI SINII SO PROUD TO BE INDONESIAN (This is Indonesia where it is impossible to be realistic, so proud to be Indonesian)
- | User 6 | Terharu sama idenya. Salut untuk tim yang bikin (Touched by the idea. Salute to the team who made it)
- | User 7 | Thank you Gojek. Bersamamu Kami menggantungkan mimpi untuk kehidupan yang lebih baik. (Thank you Gojek. With you, we rely on dreams for a better life)

The YouTube comments on the GoJek "Cerdikiawan" advertisement reveal a predominantly positive audience perspective, reflecting several key themes that demonstrate the effectiveness of the advertisement's social features and discourse strategies.

Firstly, the comments highlight a deep appreciation for GoJek's impact on the nation and individual lives. Commenters like User 4 express gratitude for GoJek's contributions to the nation's economy ("*Tapi juga membangun perekonomian NKRI*" - "But also building the Indonesian economy"), showcasing the advertisement's success in connecting with the audience's sense of national pride. User 3, a GoJek driver partner, expresses pride and gratitude for the opportunities provided by the platform ("*Terima kasih, sangat menginspirasi... saya bangga jadi mitra driver Gojek*" - "Thank you, very inspiring... I am proud to be a GoJek driver partner"), demonstrating how the advertisement effectively targets and resonates with its user base. User 7 emphasizes the importance of GoJek in achieving a better life ("*Bersamamu Kami menggantungkan mimpi untuk kehidupan yang lebih baik*" - "With you, we rely on dreams for a better life"), highlighting how the advertisement successfully taps into the audience's aspirations for a brighter future.

Secondly, the comments reflect a sense of inspiration and empowerment. User 2 highlights the message of perseverance and overcoming limitations ("*#PastiAda Jalan buat orang orang yang selalu melatih akal nya untuk menyelesaikan... sehingga berubah menjadi sebuah inovasi*" - "There is always a way for people who always train their minds to solve problems... so that it changes into an innovation"). This resonates with the audience's desire for success and innovation, demonstrating the effectiveness of the advertisement's message of empowerment. User 1 emphasizes the importance of individual contribution to national progress ("*Jati diri orang Indonesia Dari apapun itu bisa menjadi sesuatu yang berguna*" - "True identity of Indonesian people. From anything, it can be something useful"), further highlighting how the advertisement effectively connects with the audience's sense of national identity and potential.

Finally, the comments showcase a strong sense of belonging and community. User 5 expresses a strong sense of national pride and belonging ("*THIS IS INDONESIA DIMANA YG NGGA MUNGKIN JADI HAL REALISTIS DI SINII SO PROUD TO BE INDONESIAN*" - "This is Indonesia where it is impossible to be realistic, so proud to be Indonesian"). This demonstrates how the advertisement effectively taps into the audience's sense of national identity and shared values. User 6 expresses admiration for the creators ("*Terharu sama idenya. Salut untuk tim yang bikin*" - "Touched by the idea. Salute to the team who made it"), further highlighting the positive sentiment towards GoJek and its message.

In conclusion, the comments demonstrate a strong positive sentiment towards GoJek and its message. The audience feels a sense of national pride, empowerment, and community, recognizing GoJek's role in contributing to a better future for Indonesia. This analysis reveals how the advertisement's social features and discourse strategies effectively resonate with the audience's aspirations and values, ultimately contributing to the brand's success.

CONCLUSION

This research has analyzed the discourse strategies and social features employed in a GoJek advertisement video, "Gojek Mempersembahkan: Cerdikiawan," using

Fairclough's three-dimensional Critical Discourse Analysis (CDA) model. The analysis revealed intriguing insights into the persuasive techniques and narrative structures used in the advertisement, highlighting their impact on viewers and their role in shaping consumer behavior and perceptions within Indonesian society.

The textual analysis revealed the strategic use of rhetorical devices and figurative language, effectively creating a memorable and engaging message. The processing analysis identified key social features, including nationalism, intellectualism, innovation, empowerment, and individualism. Those are strategically employed to resonate with the Indonesian audience. The analysis of audience perspectives through YouTube comments further highlighted the effectiveness of these strategies in evoking feelings of national pride, empowerment, and a sense of belonging. The comments demonstrated a strong positive sentiment towards GoJek and its message, recognizing the company's role in contributing to a better future for Indonesia.

This research contributes to understanding how discourse strategies and social features are employed in advertising to influence audience perception and behavior. It highlights the importance of considering the broader socio-cultural context and the audience's interpretation of the message when analyzing advertising discourse. The findings suggest that GoJek's "Cerdikiawan" advertisement effectively utilizes linguistic techniques, social features, and persuasive strategies to resonate with its target audience and achieve its marketing goals. Future research could focus on a comparative analysis of GoJek's approach with competitors, tracking the evolution of their messaging over time, and conducting an in-depth analysis of audience engagement beyond YouTube comments. Additionally, exploring cross-cultural comparisons and investigating the impact of GoJek's advertising on consumer behavior would provide valuable insights into the effectiveness of their strategies and the role of advertising in shaping Indonesian society.

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