



Digital Marketing and Consumer Behavior Models

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Abstract: Now covid19 vaccine has been tried out in those countries, when the vaccine is already being commercialized, how is the behavior of the Indonesian community in receiving the vaccine is that is communicated through social media, this is what is the goal in this research. Public service advertisements about COVID19 vaccines are available on various social media, one of which is on YouTube, with many versions. In this study took public service advertisements about the long version of the COVID19 vaccine. It is expected that public service advertisements can provide knowledge for users to know that COVID19 vaccines are important for children's immunity, and not contrary to any religion. This research uses the theory of Computer Mediated Communication. The paradigm used positivism with quantitative approaches, the nature of explanatory research and survey research methods. The population is to subscribe to 2146 public service advertisements as of March 2019 with a sample of 96 respondents taken using purposive sampling.

Keywords: Social Media, Digital marketing, Consumer Behavior, COVID19 Vaccine.

INTRODUCTION

Internet users in Indonesia continue to grow every year, this is due to the increasing need for internet media in everyday life. Internet media provides many conveniences for the user. According to the Association of Indonesian Internet Service Providers (APJII) presented the results of a survey entitled "Penetration and Behavior of Indonesian Internet Users 2017". The results of the survey in collaboration with Teknopreneurs stated that the penetration of internet users in Indonesia had increased to 143.26 million people, equivalent to 54.7 percent of the total population of this republic (APJII Bulletin, 2018).

Social media is becoming a trend in society, both Indonesian people and the world community, from children to adults, all use social media as a means of communication and a means of obtaining varied information. Social media that is widely used includes Twitter, Facebook, Instagram, Pinterest, BBM, Line, and others depending on needs. Many people finally choose and like social media because of the ease of interacting online with practical

mobile technologies such as smartphones and iPhones that can be carried everywhere, so they can do it wherever and whenever they need it.

Various Social media that is often used by people around the world, one of which is YouTube media. Youtube is one of the most popular social media in Indonesia and even in the world besides Facebook and Twitter. The analysis site Socialbakers (2016) shows that Indonesia is ranked 4th as a country of Youtube users in the world (Yuniyanto and Sirine, 2018). The use of social media which continues to increase every year provides opportunities for producers to utilize social media in promoting their products and services through social media.

Public service advertisements on social media are very varied, one of which is using YouTube media. Youtube media has an attraction for its users to add information. The number of vlogs (video blogs) and viral video campaigns on YouTube is the latest trend for socializing and sharing information among internet users today. From the phenomenon of the trend of vlogs and viral video campaigns on YouTube, it shows that the public prefers information conveyed in the form of image and sound visualization rather than text form. Youtube is a video networking site that has the most number of viewers and subscribers than other sites, so videos uploaded on the YouTube site will go viral faster than via other sites (Cahyono, Budiarjo, Hidayat, 2016).

Even though in its development YouTube media is no longer only used as a medium for uploading and sharing personal videos with close colleagues, but more than that it is entering the adaptation stage of using various social media including YouTube media. Through YouTube media users can be used as a means to collect various information needed, so that many commercial advertisements and public service advertisements also take the opportunity to upload their advertisements on YouTube media. In this study the authors examine what if a vaccine (COVID19) already exists in Indonesia and is communicated through community services such as YouTube.

DAd appeal also refers to the creative message approach used to attract the attention of Youtube media users, with the audience expected to receive information and be able to influence the user's feelings towards the message conveyed so that they can be interested in using the COVID19 vaccine if it is already available in Indonesia. To produce an effective advertisement, it is necessary to attract and creative advertising strategies that are appropriate to the objectives to be achieved. Recognizing the importance of the message in the public service advertisement, message delivery is carried out in various communication media, especially YouTube media. This is done to provide information to the community about the importance of giving the COVID19 vaccine to children up to the age of 15 if the vaccine is already available in Indonesia. The information you want to convey must become viral in the community, this shows the attention of media users.

In this study the authors wanted to examine the attractiveness of public service advertisements and public knowledge about vaccines COVID19 on the decision to use the COVID19 vaccine for their children if the vaccine has been circulating in Indonesia. The phenomenon that is happening in society shows that many parties are pro and con against the COVID-19 vaccine, so the Ministry of Health is trying to continue to carry out various campaigns, socialization and public service advertisements in various print, electronic and online media with the aim that the public will get the right information about the COVID-19 vaccine directly from experts, if the vaccine is already available in Indonesia. Public service advertisements about the COVID19 vaccine will later have many versions, some with long and short durations. However, the contents of the message in the public service announcement are delivered by doctors who are considered credible in conveying this message.

From the explanation above, the authors want to conduct research on the influence of the attractiveness of advertisements on YouTube media and the level of public knowledge regarding the decision to use vaccines (COVID19).

METHODS

Research Approach

The approach in this study uses the approach quantitative. Quantitative approach that aims to seek the truth objectively, empirically, systematically and organized. Because this is a concrete quantitative research that can be quantified in the form of numbers, this research is objective in nature, the results of which can be generalized to the population and can be interpreted by everyone. Quantitative research is research that describes or explains a problem whose results can be generalized. Thus, quantitative research does not need to be concerned with the depth of research data that is considered to be a representation of the entire population. (Kriyantono, 2012).

Types of research

This research uses explanatory research. This type is used when researchers want to know why certain situations or conditions occur, or what influences the occurrence of something. Researchers do not only describe the occurrence of phenomena, but try to explain why the phenomena occur and what are the effects. Researchers explain the relationship between two or more variables and are required to make a hypothesis as an initial assumption to explain the relationship between the variables studied.

Researchers attach importance to aspects of the breadth of the data so that the data or research results are considered to be a representation of the entire population. Researchers are required to be objective and separate themselves from the data. Everything must be objective by testing whether the concept boundaries and measuring instruments meet the principles of reliability and validity. Researchers try to limit the concepts and variables studied by directing research in a controlled setting, more systematic and structured. (Krisyantono, 2012).

Research methods

This research method uses the type of research survey. The survey is a research method using a questionnaire as a data collection instrument. The goal is to obtain information about a number of respondents who are considered to represent a certain population (Kriyantono, 2012).

Population and Sample

The population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then withdrawn in conclusion. The population is not just a number, but includes all the characteristics or properties possessed by the object or subject (Sugiyono, 2015). The population to subscribe to the COVID-19 Vaccination Public Service Advertisement if it is already in Indonesia as of March 2020 is: 2146 respondents with a sample size 95.55, rounded up to 96 samples.

Sampling Technique

Sampling is done with the type of sampling technique in this study used a purposive sampling technique. Sugiyono (2008) states that purposive sampling 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 seen as having a close relationship with the characteristics of the previously known population, in other words, the sample units contacted are adjusted to certain criteria applied. based on research objectives.

The criteria determined by the researcher include:

1. It is a subscription to public service advertisements on Youtube.

2. Provide comments on the public service announcement, if the Covid19 vaccine is already available in Indonesia.
3. Intend to give the COVID19 vaccine to their child.

RESULT AND DISCUSSION

Result

Public service announcements

Promotional strategies are very diverse, one of the most frequently used promotional strategies is advertising. In social marketing, advertising can be commercial advertising and can also be a public service announcement (PSA) or public service advertisement. According to Pujiyanto (2013) defines public service advertisements as advertisements that are used to convey information, invite or educate audiences where the ultimate goal is not economic profit, but social profit. The social benefits include the emergence of additional knowledge, awareness of attitudes and changes in behavior towards the problems advertised, all of which are very important for the quality of life of the community itself.

Like commercial advertisements in general, public service advertisements also have the same principles in their preparation. Advertising is a form of persuasive messages that have an important role in conveying the aims and objectives of a company. Therefore, the most important thing in a public service advertising strategy is to create persuasive communications that can influence target adopters to change their behavior according to the wishes of social marketers. Persuasive messages are one forming the effectiveness of communication in social marketing.

As explained by Mowen and Minor (2002) that message content is a strategy used to communicate ideas to viewers. This persuasive message will later be channeled to target adopters through public service advertisements, outreach or campaigns that are often carried out by social marketers. To attract the attention of target adopters, messages in social marketing are not just persuasive. A more creative strategy is needed to attract attention so that the message is more memorable to the target adopter.

Advertising Attractiveness

The attractiveness of an advertisement (power of impression) of an advertisement is how much the advertisement is able to amaze or attract the attention of its viewers (Indriarto, 2006). Advertising appeal refers to the approach used to attract consumers' attention and influence their feelings towards a product. To grow attractiveness for the target audience, advertising must be able to display advertising messages that are able to persuade, be able to arouse and maintain consumer memories of the products offered.

With regard to advertising attractiveness, Suyanto (2005) added that advertising is a supporting tool in promotional programs, therefore attractiveness is needed so that the message conveyed has the impact desired by advertisers.

The attractiveness of advertising is very important because it will increase the success of communication with the audience (Sutisna, 2003). The appeal of advertising itself is divided into 2 (two), namely the appeal of rational advertising messages and the appeal of advertising messages based on feelings and emotions. The attractiveness of rational advertising messages is divided into four types of advertising appearances, namely factual, slice of life, demonstration, and comparative advertising. Meanwhile, the appeal of advertisements based on feelings and emotions contains elements such as fear, humor, animation, sex, music and fantasy.

Social media

According to (Nawiroh, 2016; 88) new media is a tool or means of conveying messages to a wide audience using digital technology or also known as communication and information technology networks. Included in the new media category are the internet, websites, multimedia computers. At present, new media has reached almost all of the world's people, this new media can be said to have contributed to changes in the social structure of society. New media requires a computer or mobile device with internet access.

Social media is a means to communicate with the community but it can also be used to socialize. Social media to establish personal relationships online, online media users easily participate, share, and create content including blogs, social networks, wikis, forums, and so on (Saragih and Ramdhany, 2012). Social media is also an effective business promotion tool because it can be accessed by anyone, so that the promotion network can be wider. Social media is becoming an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients. Social media such as blogs, Facebook, Twitter, YouTube, and so on have a number of benefits for companies and are faster than conventional media such as print media, TV advertisements,

Knowledge level

Providing information will increase one's knowledge. Knowledge can make a person have awareness so that someone will behave according to the knowledge they have. Changes in behavior based on knowledge, awareness and positive attitudes are lasting because they are based on their own awareness and not coercion (Notoatmodjo, 2011). Every human being has a different level of knowledge. The level of knowledge starts from knowing, understanding, application, analysis, synthesis and evaluation.

Buying decision

According to Kotler & Keller (2009) suggests consumer behavior is a study about how individuals, groups and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants. This definition explains 3 important things, namely: 1) Consumer behavior is dynamic, elastic, difficult to predict or difficult to form, 2) From an interaction point of view, behavior is usually formed due to environmental factors, 3) Viewing exchanges is like exchanging the seller's goods for the money of the customer. buyer.

According to Kotler and Keller (2009: 184) a complicated buying process usually involves several decisions, a decision involves a choice between several alternative actions or behaviors, in essence, even though marketers often refer to choice between product, brand and place of purchase, the buying process is also usually influenced by good relations between producers.

Methods in the individual consumer buying process (Kotler and Keller, 2009), namely: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post Purchase Behavior.

Theory *Computer Mediated Communications*

Computer Mediated Communications(CMC) is a form of communication that is very different from other forms of communication such as interpersonal communication, group communication, organization and mass communication. As Andrew F.Wood and Matthew J. Smith (2005) said that CMC is an integration of computer technology with everyday life. It often happens that there are blurred boundaries between mediated forms of communication and immediated forms of communication.

According to Ben H. Bagdikian (2004) had written that internet technology which is the main pillar in the form of CMC, its position is still ambiguous whether it is a mass media or not. On the one hand, the internet is not centrally controlled in deciding what to

share in the public interest. But on the other hand, this form of CMC communication demonstrates mass effects in its reporting, general information and its impact on a very wide population. Each category of communication that has been mentioned, such as interpersonal communication, group communication and mass communication has its own characteristics that explain the distinctive position of each of these categories. Interpersonal communication has a closer intimacy distance when compared to group communication.

Correlation Test

Table 1: Correlation Test

Model	R	R Square	Adjusted R Square	Std,Error of the estimate	Change Statistics					Durbin Watson
					R Square changes	FC hange	df 1	df 2	Sig, FChange	
1	,684a	,334	,357	2.57992	,334	14,926	2	88	,000	1,852

- a. Predictor : (Constanta) X1 X2
- b. Dependent Variable : Y

Table 1 above shows that the value of the correlation coefficient is 0.684. This value indicates that variable X1: Perception of the attractiveness of public service advertisements about the COVID19 vaccine and variable X2: Knowledge level has a strong relationship with variable Y: Intention to use the COVID19 vaccine.

Determiration Test

Analysis of the Coefficient of Determiration (R2) is used to find out how much the percentage of independent variables contributes to the dependent variable either partially or simultaneously. This can be seen in the R Square column.

Table 2: Summary Models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,553a	,391	,188	2.82309

- a. Predictor : (Constanta) X1
- b. Dependent Variable : Y

Based on table 2 above, the R Square results for variable X1: Perceived attractiveness of public service advertisements about the COVID19 vaccine on Youtube is 0.391. This shows that variable X1: perception of the attractiveness of public service advertisements for the COVID19 vaccine has a contribution to variable Y: intention to use the COVID19 vaccine of $0.391 \times 100\% = 39.1\%$. This means that the perceived attractiveness of public service advertisements for the COVID19 vaccine on Youtube only contributes 39.1% to the intention to use the COVID19 vaccine. The remaining 60.9% is influenced by other factors.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,601a	,427	,216	2.79909

- a. Predictor : (Constanta) X2
- b. Dependent Variable : Y

Based on table 3 above, the R Square results for variable X2: Knowledge level is 0.427. This shows that the level of knowledge has a contribution to the intention to use the COVID19 vaccine by $0.427 \times 100\% = 42.7\%$. This means that the level of knowledge contributes 42.7% to the intention to use the COVID19 vaccine. The remaining 57.3% is influenced by other factors.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,684a	,494	,287	2.83857

a. Predictor : (Constant) X1 X2

b. Dependent Variable : Y

Based on table 4 above, the R Square results for variable X1: perceived attractiveness of public service advertisements and variable X2: knowledge level of 0.494. This shows that the perception variable of the attractiveness of public service advertisements for the COVID19 vaccine on YouTube (if it already exists) and the level of knowledge variable simultaneously (simultaneously) have a contribution to the intention to use variable of $0.494 \times 100\% = 49.4\%$. This means that the perceived attractiveness of public service advertisements for the COVID19 vaccine on Youtube (if it already exists) and the level of knowledge contribute simultaneously to the intention to use the COVID19 vaccine by 49.4%, while the remaining 50.6% are influenced by other factors.

Multiple Linear Regression Test

Based on multiple regression calculations between the attractiveness of public service advertisements and the level of knowledge of the decision to use using SPSS 20, the results obtained by researchers are as follows:

Table 5: Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Betas			tolerance	VIF
1 (Constant)	16,826	4,972		3,659	,001		
X1	,445	.197	,448	3,,685	,002	,978	1.257
X2	,498	,198	,479	3,917	,001	,978	1.257

a. Dependent variable : Y

From the calculation results table5, the multiple regression equation can be formed as follows:

$$Y=16,826+ 0.445 X1 + 0.498 X2$$

Where :

Y :Intention to Use COVID19 Vaccine

X1 :Perceived Attractiveness of COVID19 Public Service Ads on Youtube

X2 : LevelKnowledge

1. The table shows that the constanta value in the regression equation is 16,826. Coefficient of variable X1 Perceived attractiveness of public service advertisements is significant in the regression model with a regression coefficient of 0.445. the positive sign on the coefficient value indicates a unidirectional relationship between the perceived attractiveness of public service advertisements for the COVID19 vaccine and the intention to use the COVID19 vaccine which statistically means that if the perceived attractiveness variable for public service advertisements for the COVID19 vaccine increases by one unit, the variable intention to use the COVID19 vaccine will experience an increase of 0.445.
2. Coefficient of variable X2 The level of knowledge is significant in the regression model with a variable regression coefficient value of 0.498. The positive sign on the coefficient value shows a unidirectional relationship between the level of knowledge and the intention to use the COVID-19 vaccine which statistically means that if the knowledge level variable increases by one unit, then the intention variable to use the COVID-19 vaccine will increase by 0.498.

Partial Test (T Test)

The t test was conducted to determine the level of significance or at least the effect of each independent variable on the dependent variable. The results obtained by researchers are as follows:

Table 6: T test

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	Std. Error	Betas			tolerance	VIF
1	16,826	4,972		3,659	,001		
(Constant)	,445	,197	,448	3,,685	,002	,978	1.257
X1	,498	,198	,479	3,917	,001	,978	1.257
X2							

- a. Dependent variable : Y
- b. Predictors (constant): X1 X2

Based on table 6, the steps for the t test are:

1. The calculated value for variable X1 is the perceived attractiveness of public service advertisements of 3.685 > t table 1.662 and a significance (Sig) of 0.002 < 0.05 So it can be concluded that H0 is rejected and Ha is accepted, which means "The perception of the attractiveness of public service advertisements for the COVID19 vaccine (if in Indonesia) has a positive effect on the intention to use the COVID19 vaccine.
2. The calculated value for X2 is 3.917 > t table 1.662 and significant (Sig) 0.002 < 0.05. So it can be concluded that H0 is rejected and Ha is accepted, which means "the level of knowledge has a positive effect on the intention to use the COVID19 vaccine".

Stimulant Test (Test F)

The F test was conducted to determine the significance level of the effect of the independent variables jointly on the dependent variable. The results obtained by researchers are as follows:

Table 7: F test

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	180,269	2			
residual	656,239	88	91,479	15,768	,000b
Total	789,672	90	6,846		

- a. Dependent variable : Y
- b. Predictors (constant): X1 X2

Table 7 shows that the F count is 15,768 > from the F table, which is 3,099 and the Significance value (Sig) is 0.000 < 0.05. It can be concluded that in this model there is a simultaneous influence between the perceived attractiveness of public service advertisements for the COVID19 vaccine (if it already exists in Indonesia) and the level of knowledge about the intention to use the COVID19 vaccine.

Discussion

Information and communication technology is understood as a tool that needs to be used responsibly. The awareness that this technology brings changes in behavior, patterns of personal interaction because it can be used many times, anytime and anywhere. The findings of information and communication technology emphasize that the use of technology is determined by the maturity of one's personality. Meanwhile, the maturity of a person's personality is determined by the construction of self-concept and identity, so information and communication technology can basically add to the person who uses it.

According to Spitzberg in Greiffenstern (2010) CMC is included in human interaction that is carried out and facilitated through digital-based technology. This definition includes the internet; cell phone texts, instant messaging (IM), multi user interactions (MUDs & MOOs); internet, e-mail and video conferencing.

The exchange of messages using new media is immediate (synchronous), if it is related to this research that public service advertisements that are accessed by users via YouTube exchange messages immediately, where users who want to interact directly to ask questions about these advertisements can be handled directly by competent parties so that the user's curiosity can be answered immediately. Ongoing communication is two-way communication which allows ongoing communication.

It is hoped that Public Service Advertisements about the COVID19 vaccine (if available in Indonesia) can persuade the public by inviting and urging the public to understand, be aware of, and think about so as not to fall prey to problems that should be overcome by administering the COVID19 vaccine. Recently, advertising has been pioneered in developed countries and it is hoped that it will be of use in mobilizing community solidarity in dealing with a social problem. The public service announcement conveys a social message that intends to raise user awareness of problems that threaten the health of the nation's generation.

This public service advertisement about the COVID-19 vaccine aims to provide accurate information to the public in order to invite the public to participate and think positively about the advertisements that are being shown in various print, electronic and online media. The purpose of public service advertisements is to appeal to, remind and invite people to be moved to do things for the sake of realizing harmony together in society. Various explanations from competent communicators are present to provide information to the public.

Through this public service advertisement about the COVID19 vaccine, if it is already in Indonesia, it is hoped that it will increase public knowledge about the importance of the COVID19 vaccine for children, and it is hoped that it will be able to drive the administration of this COVID19 vaccine as a whole and health campaigns that continue to be intensified through face to face and various communication media. It is hoped that Indonesia will be free from the Covid19 pandemic in the future. Receiving information in public service announcements is very important in the eyes of the public. Where every region in Indonesia has different culture and habits.

There are many advertising regulations in Indonesia that have problems with cultural diversity, religion, language, lifestyle and assessment of each community group. Giving the COVID19 vaccine is predicted to reap pros and cons for users, some think that it is against the religion they adhere to. Through public service advertisements, it is expected to provide complete information and explanations from religious leaders who say the COVID19 vaccine is mandatory and justified by religion.

CONCLUSION

The perceived attractiveness of public service advertisements has a positive and moderate relationship with the intention to use the COVID19 vaccine by 0.391 or 39.1%. The level of knowledge has a positive and moderate relationship with the intention to use the COVID19 vaccine by 0.427 or 42.7%. The perceived attractiveness of public service advertisements and the level of knowledge has a positive and moderate relationship with the intention to use the COVID19 vaccine by 0.494 or 49.4%. It is hoped that through this public service advertisement, the public will receive complete information to increase their knowledge about the importance of the COVID19 vaccine if it is already available in Indonesia. Through this public service advertisement, users are expected to be interested and intend to use this COVID19 vaccine. If it is associated with the results of this study that the level of relationship between the perceived

attractiveness of public service advertisements and the level of public knowledge is strong and positive towards the intention to use the COVID19 vaccine.

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