



Strategy of Indonesian Advertising Industry in Designing Advertisements in the Digital Media Era



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Manuscript submitted: 09 October 2024, Manuscript revised: 18 December 2024, Accepted for publication: 27 January 2025

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Keywords

advertising;
digital;
industry;
media;
strategy;

Abstract

Technological advances and changes in media as well as changes in viewing behavior in the digital era have implications for changes in the management of the advertising industry, especially in designing advertisements. In the conventional era, advertising only serves limited media, television, radio, print media, and outdoors. Ad messaging is designed simply because it involves only one platform. The nature of the relationship between media and consumers goes one way. In the era of digital media, advertising service platforms are very diverse. This study aims to understand how advertising industry players as advertising design designers create new advertising strategies in the digital era. The qualitative research method involved 5 informants from advertising industry players in Indonesia, namely advertising industry leaders at the central and regional levels, the general chairman of the Central Indonesian Advertising Company and the Chairman of the Central Java branch of the Advertising Industry as well as practitioners in the creative field of the advertising industry. The study results show that the advertising industry's strategy in answering the challenge of media technology dynamism involves creating new designs on all elements, including human resources, skills to master technology, device preparation, and digital skills.

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1 Introduction

Digital media has changed all aspects of life, as well as the nature of advertising media. Advertising in the conventional era and the digital era has undergone very significant changes. In the era of conventional advertising, media has character, but the nature of media still dominates. The dominant character is characterized by the dominant mastering and communication that is one-way and creates passive consumers. This situation affects the nature of all content, including advertisements. Holmes emphasized that conventional television media in the past was simple, the nature of media dominated, and consumers tended to be passive and focused on watching media (Holmes, 2012).

While digital media is interactive, this interactive character marks significant changes in consumer behavior (Dovey & Lister, 2009). One of the digital media facilities is social media. Among the most popular social media in the world are TikTok, Instagram, and YouTube.

Carr and Hayes state that social media is an internet-based channel that allows users to interact opportunistically and present themselves selectively, either in time or asynchronously (Van Reijmersdal et al., 2023). Social media also has a broad and narrow audience, the value of user-generated content, and the perception of interaction with others (Shabur & Siddiki, 2024).

In the era of online media, the situation has become dynamic. Online media have created complex and complete advertising services. Social media such as YouTube, Instagram, and TikTok have emerged, each of which has a special platform for providing advertising space and duration. YouTube is an interesting platform that the world's audience loves (Vins et al., 2022).

By watching ads, consumers can click with love, like, dislike, subscribe, and share behaviors. Online media also has a hyper-speed so it displays a lot of messages in a short time. Online media is interactive and can present an atmosphere similar to reality (Krylova et al., 2020).

The very changed thing also happened to the character of demassification, namely that digital media is not mass or personal (Paredes et al., 2023). Advertising media that was previously one-way became multiway. This personalization character marks a significant difference between conventional advertising media and digital advertising media. Social media personalization is systematized in sophisticated computer programs so that advertising messages are very personalized and can "jump" to the user's account just a few seconds after previously the user searches for certain products and services. Digital media communication does not dominate, communication takes place in both directions, and consumers are actively positioned (Alonso-López et al., 2023). Empirical studies have supported this perspective by showing that personalization in advertising can improve attitudes toward ads and lead to more positive message evaluations (Gumilevskaya et al., 2023).

Today, online media with social media facilities allows marketers the opportunity to interact more freely with their consumers. Social media is a significant opportunity for brand owners to introduce their products. Social media has an advantage because it is interactive, fast, demassification, and asynchronous (Paredes et al., 2023). Brand owners must take opportunity and advantage of by to market their products.

This change like media and consumer character is what advertising designers must understand, namely the advertising industry. In the era of online media, the advertising industry must be able to create advertising designs that are conveyed to consumers by considering the character of the media and the character of the consumer. The industry must master all the platforms on social media portals with all the conveniences and risks. This change like media and consumer character is what advertising designers must understand, namely the advertising industry. In the era of online media, the advertising industry must be able to create advertising designs that are conveyed to consumers by considering the character of the media and the character of the consumer. The industry must master all the platforms on social media portals with all the conveniences and risks (Poddar et al., 2022). Therefore, industry professionals who have competencies and skills in online

media technology along with all regulations are needed. The industry must rearrange the existing departments to transform and adapt to digital media technology.

Several Indonesian advertising industries seize opportunities related to the advantages of social media by creating new social media advertising strategies (Brüns et al., 2023). However, some industries still use the old way of formulating advertising strategies because they assume that television is not dead (Kent et al., 2023). The use of the internet and social media has changed consumer behavior and the way companies conduct their business. Social and digital marketing offers significant opportunities for organizations through lower costs, increased brand awareness, and increased sales (Dwivedi et al., 2021). This research wants to reveal how the advertising industry strategy in the digital climate creates a new advertising strategy.

2 Materials and Methods

The study used a descriptive qualitative approach. Research informants were selected by 5 leaders of the advertising industry in Indonesia. Industry players in this study are: Janoe Ariyanto (Chairman of the Association of Indonesian Advertising Companies), Ernie Firmianti (Chairman of the Indonesian Advertising Companies Association Central Java Branch), Yuliana Tariani (CV Kan Jia Indonesia), Septian Luthfi (Head of Content PT Notch Advertising), Endang Winarsih (CEO CV Eksis Media Kreasi) Research data was obtained through in-depth face-to-face interviews, using zoom meeting media and interviews using email. The data from the in-depth interview was then carried out by the qualitative content analysis process of Hsieh and Shannon (Hsieh & Shannon, 2005), with the theory of Constitutive Communication Organization.

The research method used is qualitative content analysis. This method is used to understand meanings and patterns in texts or other verbal data. This method is different from quantitative content analysis which focuses more on measuring the frequency of words or phrases. Hsieh & Shannon (2005), propose three main approaches to qualitative content analysis, namely conventional content analysis, directed content analysis, and combined content analysis (Hsieh & Shannon, 2005). This study used conventional content analysis. Conventional Content Analysis approaches start from data and codes or categories, then developed during the analysis process to find new themes and patterns that emerge from the data. The research step begins with determining research objectives, selecting data, preparing data, reading and immersing yourself in data, developing initial code, defining code, analyzing data, finding themes and patterns, interpreting findings, and finally writing a report.

3 Results and Discussions

Technological developments require advertising industry players to expand their technological horizons and skills in the use of advertising media. Changes to digital advertising media include creating new features. This development eventually affected the content. Previously, consumers only knew 4G and even 3G technology. When technology changes, it gives birth to new media models or features. In the old era, ads were not easy to upload but now it is very easy, before the media was very common and now it is very personalized. The advertising field is the side that is experiencing the fastest change. In the past, advertising was still 2G and not yet 3G, consumers were not familiar with the platform, there was no basic programming in targeting segments, the media was still dominated by television, and young consumers were strongly exposed to television.

Online media advertising is better, more focused, and able to set many measurable targets. The ads searched by consumers are directly connected to personal accounts, this system aims to support the success of the marketing function. Therefore, the industry must master understanding and have skills to be able to become actors in digital advertising.

Advertising industry players know that advertising on digital media cannot control their audience, viewers are free to leave or free to skip behavior. In this era, new behaviors have emerged in online media consumers such as zipp behavior. This behavior is characterized by consumers jumping from one channel to another which can be done directly and easily. This finding is reinforced by previous studies that marketers have

experienced digital channel attacks, initiated by the internet and later social media, that dramatically alter marketing communications and brand-consumer interactions. The rise of social media and consumer-generated content allows everyday users to share their personal views, reviews, and experiences with a global audience. Platforms like YouTube, Facebook, Instagram, and more recently TikTok, catapulted consumers into the limelight as active content creators ([Sands et al., 2024](#)).

Advertising industry players must adapt to digital advertising media

The industry in utilizing digital media, especially social media, must understand this media platform. The YouTube platform, for example, is associated with ads consisting of several types, namely un-skip or skip video ads. The duration chosen is short, medium, or long. The advertising industry must be able to adapt to designing video ads and determine which online and social media to target. Whether the ad will be designed to appear once or twice in each content impression, the duration can be determined whether it is 20 or up to 30 seconds. The advertising industry needs to master Google ads services and new payment models.

YouTube ads need to emphasize the importance of creativity in a growing medium, especially with the advent of new rules from Google and the government. An example of a rule from Google is the implementation of platforms with volume and cost. Meanwhile, the government advocates related to tax regulations and Google content ethics.

The creative process remains the same, it's just that the changing platforms and features force the advertising industry to recreate designing messages to adjust to the current social conditions of media platforms. In the era of digital media, divisions that have specific expertise are in the creative field. Creative fields should adjust the platform, such as the size and volume of content, which should adjust according to Google Ads formats. Ad strategies should adjust Google Ads terms and conditions such as volume size and maximum duration conditions ([Feller & Burroughs, 2022](#)). It is a creative field to design effective advertising in terms of message presentation. Messages are designed to have the appeal to be watched and keep coming back to watch. build message recall, attractiveness, sight, readability, and recognition. Ads will be effective if they have a simple, direct, to the point and aiming message.

Advertisers can see viewer behavior, what videos are watched, and watch duration through the algorithms of the media they consume. In the case of YouTube, there are six ad formats, YouTube has six ad formats, namely in-stream ads, non-skippable in-stream ads, bumper ads, in-feed video ads, masthead ads, and responsive display ads. Wiktor emphasized that digital characteristics with their platforms allow advertising to appear informative, persuasive, and also competitive ([Wiktor & Sanak-Kosmowska, 2021](#)).

YouTube as a social media in general has advantages in segment personalization, especially personalization in terms of interests ([De Keyzer et al., 2022](#)). For social media ads, Marzouk's results suggest that companies should send rational messages when using short-form advertising messages regardless of channel to achieve higher response rates ([Marzouk et al., 2022](#)).

The advertising industry is required to master information on changes in consumer buying patterns and relationship patterns with the media

The advertising industry needs to understand that currently, consumers are very active in purchasing behavior, including media consumption behavior. Consumers can directly click on shows they don't like, but they can also give feedback on the love, like, dislike, and share comment menus. YouTube ads are also facilitated by hyperlink clicks that are supported by programming design tools so that the impressions they like will automatically enter the consumer's account. The preparation of messages on YouTube ads needs to meet consumer tastes. Ads need to show prominences in the message. For example, highlighting brand messages, using command messages, highlighting music, and also ambassadors.

In the previous stage of the advertising process, the advertising industry had researched the characteristics of the media by considering the young age segment. An example of a YouTube viewer with their young segment watching while doing other activities. This situation creates a program mapping that is preferred by advertising industry players. Ads on YouTube can be set who the audience is, whether for children, or the public. A study on advertising targeting advises advertisers to focus on testing targeted segments. Especially if the ad is for brand and sales purposes ([Ahmadi et al., 2023](#)). The global nature of

digital media creates high message density, so the advertising industry has caught on by creating advertising messages that are easy to read quickly (Dwivedi et al., 2021).

The advertising industry needs to master the strategic skills of composing advertising messages in digital media

The digital media era requires advertising creators to repeat re-managing strategies due to the urbanization of target audiences. This is like YouTube which has a special portal for children, namely YouTube Kids, so advertisers can specifically use the YouTube Kids platform if they want to target the child segment. Based on the results of interviews with informants, the cost of designing online media ads is clear, scheduling is clear, and more practical, as long as you already have advertising materials and have been produced, examples of advertising media such as Instagram ads, google ads, and YouTube Ads. Thus, the internet changed the pattern for ad designers and advertisers.

Placing ads on social media makes it possible to reach the audience according to its target. Examples of YouTube ads can be designed according to topics, keywords, and demographics. To be able to place ads on YouTube, the account must be connected to Google ads. Through these Google ads, advertisers will be able to see in detail the number of views, costs, and how much the budget is. The uniqueness of placing ads on YouTube advertisers can look at the analytics menu to see the extent of viewer behavior (Sundet & Lüders, 2023).

The advertising industry is making breakthroughs in the digital era

Regarding the phenomenon of the development of the advertising world from mass media to the digital world, the industry must make breakthroughs in touch in digitalization. Because in the era leading up to 5.0, the community or audience has a specific segmentation, namely segmented. Indonesian society has a multi-segmented distribution condition, so there are many groups. The industry encourages the ability to read which is right for a product segment. Creating an attractive design because each segment has its platform. Accuracy in reading segments, such as consumer desires and aspirations is the key to the success of a product campaign.

In this type of social commerce, where the audience or market shops because of the influence of the feed or social media timeline they get, consumers shop from TikTok, Facebook, Instagram, and so on. The industry determines that the market segment is becoming increasingly democratized for anyone who wants to market their products, either through their friends who have many followers on certain social media. This situation is an opportunity to reach as many consumers as possible. The industry collaborates with influencers who have many followers.

One of the strategies presented in advertising impressions is the content element that must be conveyed to the public. Ads must be visible in online media. Online media ads are prone to being unreadable, especially since it is not easy to design a message that is conveyed according to the intention of the brand owner. One of the strategies used is to place important messages in marketing in the early seconds because otherwise, the audience will close immediately.

On YouTube Social Media, promoting short videos, and large vertical screens is similar to TikTok. Responding to the public's tendency to use vertical screens, attracting people to watch video designs made from the beginning of vertical and short. Featured on the face page of impressions, strong personalization in videos. One of the answers to why it is short is because of information overload. Videos must have been optimized, strengthened with technology, and testing raised first before seeing the response, the most liked content will be strengthened in intensity. Artificial Intelligence-powered video contends on the upswing, responding to different segments with Artificial Intelligence based on age to brand tastes. Technology determination, technology determines communication and life, and how the information received today can be different because the algorithm is different.

The findings about the idea of segmentation with personalization are sharpened by Keyzer's study that the most important elements in giving rise to the perception of personalization are (in order of importance) a person's interests, location, and age. These results remained stable on different product perceptions (product category engagement, product quality, and purchase motivation) and different socio-demographic characteristics (gender, age, and education). In short, to evoke a perception of personalization, advertisers

must target consumers based on their interests (De Keyzer et al., 2022).

The advertising industry must have a work commitment to supporting marketing success

In digital-based media, the relationship between media is interactivity and all advertising uses multiplatform. Advertising practitioners must also change the way they communicate with consumers with omni channels, namely today's advertising media optimize all diverse channels, optimize and automate all channels. Advertising utilizes a series of designs that use all channels that are all run automatically, such as in e-commerce, social commerce, and social media, 15 digital channels are currently used as marketing communication.

Integrated Marketing Communication spreads one message to all channels or omni channels, each channel has a different format and is automated. The implementation of the campaign also experienced differences. Every brand owner is interested in strong conversions with e-commerce, by creating campaigns specific to the advertising objectives to be achieved. The importance of communicating has also become different, in the past television content was so strong, and not so dynamic in responding to consumers. Content is disseminated as-is and does not yet use consumer data. Now ads are published on Facebook, Instagram, Twitter, Link In channels that have dynamic responses, direct interaction, and very varied content. Digital advertising has a stronger need for personalization, so personal data is an important need today and even a necessity for all brands.

New media can read the intensity of consumer tendencies in real-time; the industry can find out trends in consumer market tastes in a city, and demographic data becomes more detailed and complete. All instances become real-time. Conventional data to digital data have undergone significant changes both in terms of platform and multiplatform, appearance, format, short length, entertainment or not, ad running time, overall total interactivity is different.

Digital media advertising undergoes a Single interface to personalization. As a consequence of this, the audience also changes, from passive to active, consumers can write in the comment column. A limited segment to multi-segment, demographic to contextual consumer data general message to customization, accessing official info to accessing review. These changes generally change all aspects such as the content sector, single content to multi-content, long-term content to contextual content, static content to dynamic content, single format to multi-format, from publisher content to crowd content.

One of the climate changes in digital media is machine learning such as social media face recognition, chatbots, and prediction of response, all of which have implications for media changes, direct interaction, responsive data, cluster data, behavior data, predictive data, and contextual data. The effect is that consumers can interact directly, enjoy real-time data, get recommendations, enjoy personalization, get predictions of consumer behavior, consumers engage in content. In general, the advertising industry is changing in automation, open ecosystems, mobile-based sales transactions, premium advertising is getting stronger, and operational convergence can drive strategy.

The industry is changing in video monetization with life shopping rather than two dimensions. Able to show the whole product, in more detail, more interactive. Advertising in online media has the advantage of hyper-personalization, which is an approach by uses Artificial Intelligence technology data to provide product content or advertising messages that are very suitable for individual preferences, the goal is to increase ad relevance, improve user experience, and optimize conversion rates. This personalization is the strongest differentiator compared to 2010. Tech-powered content or content that was weaponized, in the past content, was published just like that, like it or not like advertising such content, now content is created by analyzing previous content, looking at trends from content, and seeing how consumers respond to previous content.

Casual findings in Indonesia are reinforced by previous studies that paradigm shifts driven by diverse forms of social media, not only change consumer choices to view and absorb content but also cause the media landscape to be fragmented, making the role of marketers increasingly challenging. In line with these developments, social media influencers are gaining traction among consumers and use significant power to shape purchasing decisions. Especially since consumers tend to see them as more authentic and acceptable products, they are especially effective in an age of rising advertising skepticism. The digitization of advertising is also leading to advertising practices becoming more data-driven (Sands et al., 2024).

The advertising industry needs to be involved in creating solutions to social and environmental issues that are being discussed around the world

The industry emphasizes that for children's advertising since 2018, the advertising industry is required by the World Industry Agreement under the United Nations to build a macro landscape, especially large industries must focus on 3 things the first problem, social ability issues, and the environment. The second is the issue of open society. Third, the issues of equality, diversity, exclusivity, digital change, and LGBT West Bank issues. Finally, advertising must have a purpose, highlighting environmental problems, equality, and early awareness rather than just marketing. The advertising industry has a kind of creed, change for good, or change must always be for good.

Advertising is not only a commercial affair but also a social affair. For example, the content of washing advertisements, if in the past those who were told to wash were helpers or women, now fathers also wash. Once Lux soap was only for movie stars, now it's beautiful for anyone. Dove's real beauty shampoo ads campaign is black but cool. Ads are designed with an awareness that has a social impact, the product has credibility. For example, in business, large investors in America such as Hard Rock have a new stream of awareness that ideologically they force who is invested to help build social awareness. Consumers, especially the younger generation, increasingly expect companies to be actively involved in social issues by engaging in Corporate Social Responsibility (CSR) programs that reflect their values included in the advertising messages that are served (Hartmann et al., 2023; Taylor, 2018).

Discussions

There is anxiety that the media has changed significantly from conventional to digital, so industry behavior must and has changed. The advertising industry in Indonesia is undergoing a major transformation in the digital era. The development of internet technology and social media has changed the way people consume information and interact with brands. This encourages the advertising industry to adapt to new strategies for creating effective advertising in the digital era.

First, a study on Personalization and Targeting that characterizes the characteristics of digital advertising was conducted by Wu in 2023, which found that digital advertising allows for more precise targeting of specific audiences. Advertisers can use demographics, interests, and online behavior data to serve them relevant ads. This increases the chances of ad conversions (Wu et al., 2023).

Second, in digital media, content must be interesting and interactive, consumers in the digital age are more interested in interesting and interactive content (Moran et al., 2020). Ads that only contain information about products and services are no longer effective enough. Advertisers need to create creative, informative, and entertaining ads (Shen et al., 2021), to capture the audience's attention and encourage them to interact with the brand.

Third, it needs to be strengthened by the appearance of influencer marketing, Influencer marketing is an advertising strategy that takes advantage of the popularity and credibility of influencers on social media to promote products or services. This strategy is very effective for reaching a wider audience and building trust with potential customers (Borawska & Latuszynska, 2020), Likewise with the use of video marketing, because video is one of the most popular content formats in the digital age. Engaging and informative video ads can be an effective way to convey a brand message to an audience. The findings provide insight into the persuasion effects and mechanisms of short video influencer advertising and offer advice for advertising campaign designers (Li et al., 2023). Furthermore, optimization of mobile marketing, because more and more people are using smartphones and tablets to access the internet. This makes mobile marketing an important strategy to reach audiences in the digital era. Advertisers can use a variety of mobile ad formats, such as banner ads, native ads, and video ads (Paredes et al., 2023).

Data measurement and analysis is highly developed in digital advertising because it allows for better data measurement and analysis compared to traditional advertising. Advertisers can track the performance of their ads and see what works and what doesn't. This allows them to optimize their ad campaigns. Furthermore, the issue of data security and privacy because data security and privacy issues are becoming increasingly important in the digital era. Advertisers need to ensure that they use consumer data responsibly and follow applicable regulations (Choi & Jerath, 2022).

The challenges and opportunities of the advertising industry in Indonesia still face several challenges in the digital era, such as media fragmentation, fierce competition, and increasing ad blockers. However, the digital age also offers many new opportunities for the advertising industry, such as access to bigger data, new platforms to reach audiences, and the ability to better measure and analyze data (Javed et al., 2022).

The advertising industry in Indonesia must adapt to new strategies for creating effective advertising in the digital era. Personalized (Hayes et al., 2021), Engaging content, influencer marketing, video marketing, mobile marketing, data measurement, and data security are some of the important strategies advertisers need to consider. With the right strategy, the advertising industry in Indonesia can continue to grow and achieve success in the digital era.

Wu added that he revealed how advertising industry players must understand automation, and map out important changes to the human-machine relationship through the advertising media planning process, from the concept of media briefs and media plans to the programmatic purchase of advertising space, the adjustment of creative assets, and the adjustment of creative assets. and reporting results (Wu et al., 2023). Zhang also emphasized that advertising design and production is an important field of art design. Using computer vision processing technology, this thesis studies how to process the ecological concept and visual communication content of advertising through computer vision technology, which will help to better improve the configuration of online advertising and create a more pleasant visual environment. This is very important to encourage the rapid development of the online advertising industry (Zhang & Wenyue, 2022).

In the case of children's product advertising, there have been several contemporary advertising practices aimed at children, namely manipulative design strategies, influencer marketing, original advertising, host sales, and neural marketing by Markey and Blumenthal 2020 (Feller & Burroughs, 2022).

The advertising industry is actively involved in educating the public to be literate in advertising media, one of which is digital literacy. Literacy is important to be done in building a healthy character in the media in all circles on social media (Loose et al., 2023). The advertising industry provides freedom and opportunities for its members to build creativity and innovation in creating advertising designs (Ali, 2023), skills in using media and understanding consumer behavior (Ritter & Vaala, 2023) in the tradition of online shopping (Dwivedi et al., 2021). The advertising industry is constantly evolving, so brands do not need to stay up-to-date with the latest trends. They must be ready to experiment with new strategies and adapt to changing consumer behavior (Wibawa et al., 2022).

The results of the discussion on the strategy of the advertising industry in Indonesia in the digital era are sharpened by the constitutive communication organization theory. This theory says that the organization functions as a container in which all communication activities occur and are complex. The constitution of organizational communication sees that the organization holds the communication process and can influence the communication process. In the communication process contained in organizations in the era of digital transformation, as it is today, organizations tend to encourage their members to express new ideas and contribute to achieving organizational sustainability in a dynamic environment (Schoeneborn & Vásquez, 2017).

The constitutional theory of organizational communication can help advertising industry players develop effective strategies in the digital age. By understanding how organizations use communication to build and maintain their identity, legitimacy, and stability, brands can create relevant, engaging, and impactful advertising campaigns (Schoeneborn & Vásquez, 2017). Industry is one factor among several other factors such as target audience and business objectives. However, by understanding the principles of organizational communication theory, advertisers can develop effective strategies that will help them succeed in the digital age.

4 Conclusion

The strategy of the advertising industry in the era of digital media is achieved through changes in advertising industry management with new digital advertising services, digital marketing with all devices and supporting environments. The preparation of human resources through improving skills based on the digital environment starts from mastery of technology, media, digital media platforms, social media, media behavior from consumers, shopping behavior, and understanding of the latest issues in the world. In terms of hard

skills, advertising industry players must be able to master digital hardware technology such as creating design, production, media placement, platforms, and others. Meanwhile, the soft skills of advertising industry players must have scientific competence and digital skills not only in technology but also in humanist communication.

Digital advertising industry players understand social issues that are discussed in the world. This means that the industry is not only oriented toward marketing success but also actively involved in programs to solve world problems, such as LGBT, racism, Gaza, and others.

The theory of organizational communication constitution has developed digitally, adapting to the dynamism of technology and encouraging members to be creative and innovative. Previously, the organizational structure would give color to the communication of the members of the organization. Today the members of the organization are active actors. Technology, media, and communication can create and build new organizational structures based on communication.

For further research, it is necessary to understand platforms that continue to adapt to consumer dynamism and community culture. Artificial intelligence in supporting work needs to be part of the study of advertising in the future.

Acknowledgments

I would like to thank the team for their valuable comments on the research. Thank you to the structural officials at the research institution of Sebelas Maret University of Indonesia.

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