



The Relationship of Digital Marketing Advertising Strategies with Television Advertising Jingles in Increasing Brand Awareness on Shopee

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SUBMITTED: 25 March 2025; REVISED: 28 April 2025; ACCEPTED: 6 May 2025

ABSTRACT: Television is an electronic media that is used for information and entertainment media. Currently, television is used as a promotional medium for brand advertisements, because the audience is very wide, all groups watch television, and the advertisements are short but clear in meaning. Shopee is one of the big brands that uses advertising services on television. This research was created with the aim of finding out the relationship of digital marketing advertising strategies with television advertising jingles in increasing brand awareness on Shopee. The research method used in this writing is quantitative descriptive research with a research sample of 56 respondents. Primary data was obtained by distributing questionnaires to respondents boardly. The research results shot that the digital marketing advertising strategy of television advertising jingles in increasing brand awareness on Shopee can be said to be effective and relevant because the average respondent agrees with it.

KEYWORDS: Digital advertising; television; brand awareness; marketing strategy

1. Introduction

Technological developments in the current digital era are glowing very rapidly [1]. Television is one of the digital media, namely electronic media which is usually used to search for information, entertainment, and is now even used as a means of promoting a brand. Advertising is a natural part of human life. Starting from local companies and national companies, they use different media to reach potential and existing customers and consumers. Marketplaces such as e-commerce allow sellers and buyers to connect without being limited by distance and space [2]. In Indonesia itself, there are several well-known e-commerce applications such as Lazada, Shopee, Tokopedia, Bukalapak and Blibli. However, what is now more famous and liked by many people is Shopee, which has lots of promotions, cheaper goods, relatively large choice, and easy-to-remember Shopee jingles.

Quoted from SimilarWeb, research conducted by the eDOT site Shopee became an E Commerce application with 235.9 million visitors during February 2024. This recorded a decrease in visitors on a monthly basis of 4.01%. While its competitors such as Tokopedia ranked second with visitors with a total in the same month reaching 100.3 million people globally, Tokopedia also experienced a decrease of 0.04% when compared to the previous

month. The third place is occupied by Lazada, which recorded 45.03 million visitors in February 2024, just like its competitors Lazada experienced a bigger decline of 4.75% from the previous month. In fourth place, the Blibli platform recorded 24.15 million visitors in February. This figure also decreased compared to the previous month. And in the last place is occupied by Bukalapak. which only recorded 4.42 million visitors. Bukalapak also experienced a similar thing with the most drastic decline compared to its competitors, with a total decline of 22.86% compared to the previous month.

As the largest E-Commerce application in Southeast Asia, Shopee offers a wide array of popular products and services. Services provided on the Shopee application include fashion, beauty, electronics, food, beverages, as well as delivery and payment services. delivery and payment services. As an E-Commerce company, Shopee has various ways to introduce its products and services to the public, through marketing strategies. Shopee is an online buying and selling platform that provides various buying and selling transactions. Its advertisements often appear on television and online media, attracting many consumers to shop. Products that are often purchased at Shopee include clothing, beauty tools, and accessories. Shopee also offers various attractive promos, such as discounts, free shipping, and a guarantee of quality goods, which further increases its appeal. In addition, Shopee has a Live Chat feature, which allows buyers to communicate directly with sellers to negotiate prices. This feature differentiates Shopee from other marketplaces such as Tokopedia and Bukalapak, which only provide regular chat features with time limitations [3].

The theory according to Swartz quoted from Rustan (2009) defines that a tagline is a concise arrangement of words, usually no more than 7 words, placed alongside the logo and contains a strong brand message, and is aimed at a specific audience. This phenomenon attracted the attention of researchers to examine Shopee's use of jingles and taglines to form brand awareness. The chosen object or audience is television viewers, because almost all people watch television. Ads have a message that can be trusted, the audience or consumers will pay more attention to the ad. This has a positive impact on customer perception. Ad credibility is the audience's perception of the truth and trust in the ad Therefore, it is concluded that these four indicators are used as a basis for considering how customers rate advertisements [4].

Shopee is more creative than other market places. Shopee's advertisements use jingles that are currently booming lately. That uniqueness is what makes Shopee much remembered by the public because of its unique and memorable advertisements. by the public because of its unique and memorable advertisements. One of the marketing strategies is to promote and introduce a product. One of the marketing strategies that is rife in the business world is digital marketing. The digital world that is increasingly developing makes people able to do anything easily, including doing business. That's why online businesses are now mushrooming, both small and large scale. both small and large scale.

2. Materials and Methods

2.1. Mass communication.

According to Janowitz, the mass communication process reads as follows: "Mass communication consists of institutions and techniques used by specialized groups that use technological devices (press, radio, film, etc.) to disseminate symbolic content to large,

heterogeneous, and widely dispersed audiences” [5]. Mass communication is a form of communication aimed at a large audience that is dispersed, diverse and anonymous, using print or electronic media to convey the same message simultaneously [6]. Newspapers, movies, radio, and television are modern mass media used in mass communication. Mass communication is the dissemination of messages through the media to an abstract mass, which is a group of people who are invisible to the messenger. Communicators do not see newspaper readers, radio listeners, television viewers, and movie viewers. Therefore, it is clear that mass communication, or communication through mass media, is “one-way” [7].

2.2. *Cultivation theory.*

In initiating what would become known as Cultivation Theory, Gerbner and his colleagues were making a causal argument (television cultivates, or causes, conceptions of social reality in people’s minds). Cultivation Theory is a theory that predicts and explains the long term formation and shaping of perceptions, understandings, and beliefs about the world as a result of consumption of media messages. Gerbner’s line of thinking in Cultivation Theory suggests that mass communication, particularly television, is a socializing agent for consumers. One of the ways media socialize audiences is by offering consistent pictures of life that over a period of time of repeated exposure shift the audience’s perceptions toward media reversion reality rather than real life itself. Cultivation theory is divided into 3 different assumptions, including: television is essentially and fundamentally different from other forms of mass media, television shapes our society’s way of thinking and relating, and the influence of television is relatively limited.

The first assumption of Cultivation Theory underscores the uniqueness of television. First, it requires no literacy, as does print media. Unlike the movies, it can be free (beyond the initial cost of the set and the cost of advertising added to the products we buy). Unlike radio, it combines pictures and sound. It requires no mobility, as do church attendance and going to the movies or the theater. Television is ageless, that is, people can use it at the earliest and latest years of life, as well as all those years in between. The second assumption pertains to the influence of television. Gerbner and Gross in 1972 comment that “the substance of the consciousness cultivated by TV is not so much specific attitudes and opinions as more basic assumptions about the ‘facts’ of life and standards of judgment on which conclusions are based”. The third assumption of Cultivation Theory states that television’s effects are relatively limited. This may sound counterintuitive, given the fact that the theory states television is capable of creating so much fear within its audience [8].

2.3. *Sandra moriarty model of advertising.*

Advertising is a type of marketing communication, which is a general term that refers to all forms of communication techniques that marketers use to reach their consumers and convey their messages. These can range from the use of public relations and sales promotion to direct marketing, events and sponsorships, packaging and personal selling. Advertising is about creating a message and sending it to people in the hope that they will react in a certain way. Advertisements are messages that are mostly sent through the media. If consumers react as the advertiser intends, then the advertisement is considered effective [9]. The main function of advertising is as a media to provide information for consumers [10]. The brand will generate awareness of its product among its customers and consumers through the role of advertising.

The informativeness of digital advertising refers to the consumer's extent that consumers realize and feel that the information contained in digital advertising regarding products or services is being advertised [11]. As for the 4 components of advertising used in the modern era, include: 1) advertising strategy, this is the logic and planning behind advertising, strategy provides direction and focus; 2) creative ideas, the creative concept is the central idea of the ad that will attract the attention of consumers and will always be remembered; 3) creative implementation is an effective ad also needs to be well executed, which means that the details of the ad-such as photography, copy, appearance, location of ad placement, printing and the way the product is depicted-must reflect the highest value and benefits of the product; and the last is media planning and purchasing, most advertisers use media that can reach a wide audience, such as television, magazines or the internet.

2.4. Methods.

The method used in this research is the descriptive statistics quantitative method. Descriptive statistics is a branch of statistics that organizes and analyzes data to present a concise and structured overview [12]. Descriptive statistics include the presentation of data in graphs, tables, and diagrams, as well as the calculation of measures of centering (mean, median, mode) and distribution analysis (percentage, standard deviation). In this study, the data were processed using Microsoft Excel. This study uses an interval scale, which is commonly applied in statistics, except when indicating an absolute zero point [13].

The data collection technique is by distributing questionnaires to all groups, from the young to the old. In the quantitative approach, researchers will test theories by determining hypotheses, collecting data through attitude measurement instruments and analyzing them using statistics to support or refute hypothesis with experimental designs used to assess changes in attitudes before and after treatment [14].

The number of samples used in this study were 56 respondents. The determination of the sample size is based on the Slovin formula with an error margin of 5%, where the calculation shows that the minimum number of samples required from the population is 65. According to Sugiyono (2017), if the population is known and the researcher wants to determine the sample size with a certain error rate, the Slovin formula can be used. This research is also supported by the use of the positivism paradigm which has thoughts that use deductive laws and quantitative methods and view causal laws to research something [15]. The data collection technique uses literature studies both from previous research journals and other internet sources. In this study, the researcher used Google Form to conduct a survey distributed to the audience of Advertising Jingles shopee on television. The respondents in this study were university students with 40% and 60% of the general public in the vicinity. Before filling out the questionnaire, each respondent was given clear information about the purpose of the research, and asked to give voluntary consent.

Operational definition of variables: Independent variables or independent variables are variables that influence or cause the change or the emergence of the dependent variable or the dependent variable [16]. Jingle television advertising is a medium for selling goods or services rather than entertaining on the grounds that an advertisement only reports on a good or service and has nothing to do with liking the advertisements that are aired. To evaluate the effectiveness of television advertising impressions, several key indicators can be considered. The first is the ability to provide information, which reflects how clearly and accurately the advertisement

communicates relevant details about the product or service. This includes highlighting features, benefits, pricing, availability, or differentiating factors in a way that is easy for the audience to understand.

The second indicator is influence, referring to the advertisement's power to shape consumer attitudes and behaviors. A successful jingle or ad can shift perceptions, strengthen brand credibility, and motivate purchasing decisions by connecting with viewers' emotions, values, or experiences. Third, the advertisement should be able to create an impression—that is, leave a memorable mark on the viewer. Whether through a catchy tune, compelling message, striking visuals, or emotional appeal, the goal is for the ad to remain in the audience's memory long after the broadcast. This memorability is crucial in reinforcing brand recall during actual buying situations. Lastly, effective television advertising should satisfy desires, meaning it resonates with the aspirations, lifestyles, or psychological needs of its target audience. Whether it promotes luxury, convenience, social status, or personal fulfillment, the ad should align with what viewers want or aspire to become, thereby increasing its persuasive impact.

In summary, while jingle advertisements on television may include entertaining elements, their function is inherently commercial. Their success depends on how well they inform, influence, impress, and satisfy the audience in ways that support marketing objectives. Brand awareness refers to the capacity of potential customers to recognize or recall a brand within a particular product category. It plays a vital role in consumer decision-making, as higher brand awareness often leads to greater trust, preference, and purchase likelihood. This concept encompasses several levels that reflect varying degrees of familiarity and mental association with the brand. At the lowest level is the unaware of brand stage, where the consumer has no prior knowledge or exposure to the brand, indicating the absence of brand presence in the market or among the target audience.

Moving up, brand recognition occurs when consumers are able to identify the brand upon encountering a stimulus, such as a logo, tagline, packaging design, or jingle. This recognition signifies that the brand has made some impact through its marketing efforts, even if the consumer does not actively recall it unaided. A deeper level is brand recall, where a consumer can spontaneously mention or remember a brand when thinking of a specific product category, without any external cues. This level reflects stronger brand association and suggests that the brand occupies a meaningful space in the consumer's memory. At the highest level of brand awareness is top of mind awareness. This is achieved when a particular brand is the first to come to a consumer's mind when asked about a product category. Being "top of mind" is a strong indicator of brand dominance and preference, often resulting from consistent, effective marketing communication and positive consumer experiences. Together, these levels illustrate how brand awareness can progress from complete unfamiliarity to strong, instinctive brand loyalty, shaping how consumers navigate choices in a competitive marketplace.

3. Results and Discussion

3.1. Results.

The validity test is an analysis used to determine how far a test is able to reveal exactly the characteristics or actual condition of the measuring object, it will depend on the level of validity of the test concerned [17]. Content validity indicates the extent to which the questions, tasks or items in a test or instrument are able to represent as a whole and proportional to the behavior

of the sample subjected to the test. Based on the results that can be seen in Table 1, the results of the data test can be seen that all statement items on the questionnaire are declared valid, because $r \text{ count} > 0.3610$.

Table 1. Validity test.

Item	r table	r count	Description
Figure 1	0.3610	0.365	Valid
Figure 2	0.3610	0.408	Valid
Figure 3	0.3610	0.650	Valid
Figure 4	0.3610	0.680	Valid
Figure 5	0.3610	0.639	Valid
Figure 6	0.3610	0.690	Valid

Table 2. Reliability test

Cronbach's Alpha	N of Items
.814	6

Reliability test is a test of the accuracy or persistence of the tool in assessing what it assesses. This means that whenever the assessment tool is used it will give relatively the same results. The reliability test used in this study is using Cronbach's alpha. Based on the results that can be seen in table 2, it can be seen that the research variables have Cronbach Alpha > 0.60 so it can be concluded that all variables of Jingle Television Advertising and Brand Awareness are reliable.

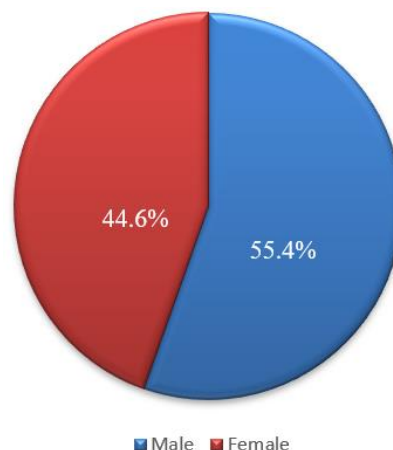


Figure 1. Respondents gender.

Judging from the results of the survey data that had been distributed to the youth and adults, it was observed that there were 56 respondents including 55.4% women and men 44.6%. Shopee's TV jingle is more effective among female viewers, who respond better to emotional and musical elements than male viewers. Research supports that women engage more with ads featuring storytelling and melody. As a result, brands should tailor emotional content like jingles for female audiences, while using more informational digital ads for males. Repeating the same jingle across platforms also helps strengthen brand consistency and recall.

The results of the existing survey data from questionnaires distributed to adolescents and adults were 89.3% aged 17-20 years. Then at the age of 21-24 years there is 5.4%. The last 5.4% at the age of more than 25 years. The majority of the respondents are aged 17-20 years old who are known to be active TV viewers and digital users. Based on Cultivation Theory, repeated exposure to TV jingles in this group shapes the perception of the Shopee brand as part

of their reality. Therefore, it is assumed that the younger the age of the respondents, the greater the influence of TV jingles on increasing brand awareness [19].

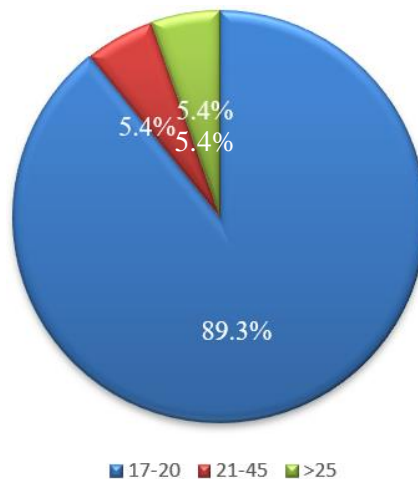


Figure 2. Respondents age.

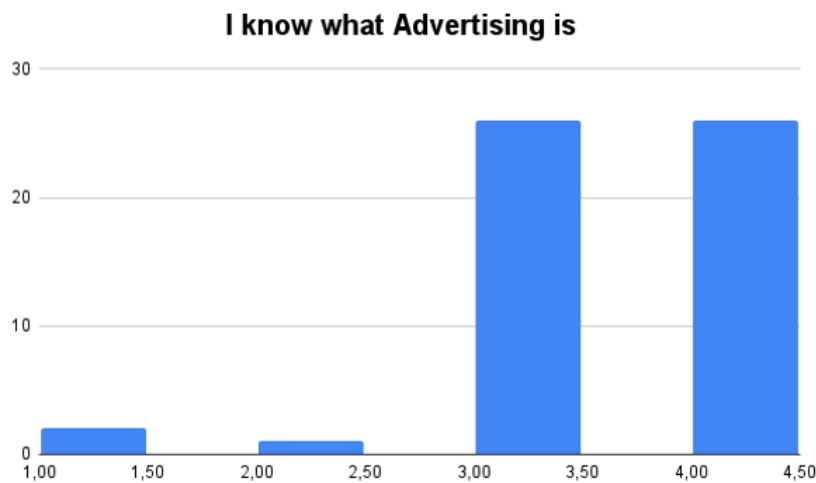


Figure 3. Know advertising.

Advertising is a promotional tool, usually used to direct persuasive communications to target buyers and the public where this form of advertising presentation is non-personal [20]. In the results of the survey data presented, the majority of respondents already know what advertising is. However, some respondents did not know about the world of advertising. The study found that Shopee's television jingle is especially effective among young, digitally savvy audiences, mainly those aged 17–20. Respondents showed strong media literacy and recognized various forms of advertising, indicating they are highly receptive to creative marketing content.

Television remains a relevant advertising medium, with most participants agreeing that short, melodic jingles improve brand recall [21]. Shopee's jingle, in particular, received positive responses for its simplicity and memorability, supporting Moriarty's advertising model and Cultivation Theory. Overall, the jingle not only strengthens brand awareness but also enhances consistency across digital platforms, making it a valuable tool in Shopee's integrated marketing strategy. TV jingles that are constantly played make them memorable, building positive associations and strengthening brand recognition; this repeated exposure ultimately leads to.

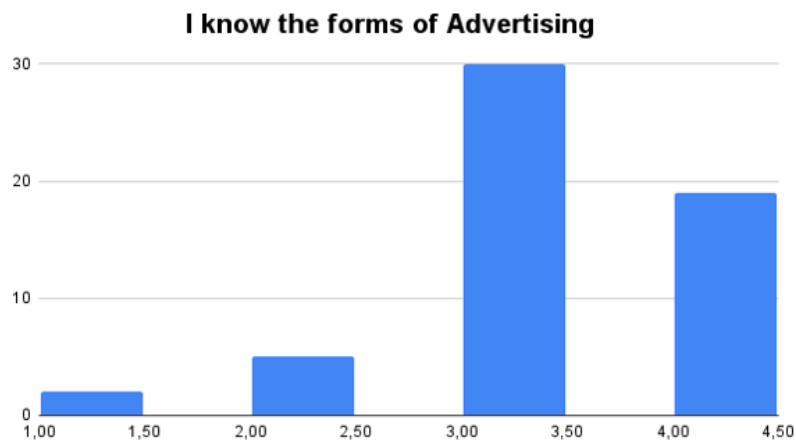


Figure 4. Know forms of advertising.

Forms of advertising include online advertising, print media advertising, television advertising, outdoor advertising, product placement. Judging from the results of the survey data, most of the respondents already know the form of advertising. However, some respondents still did not know about this form of advertising.

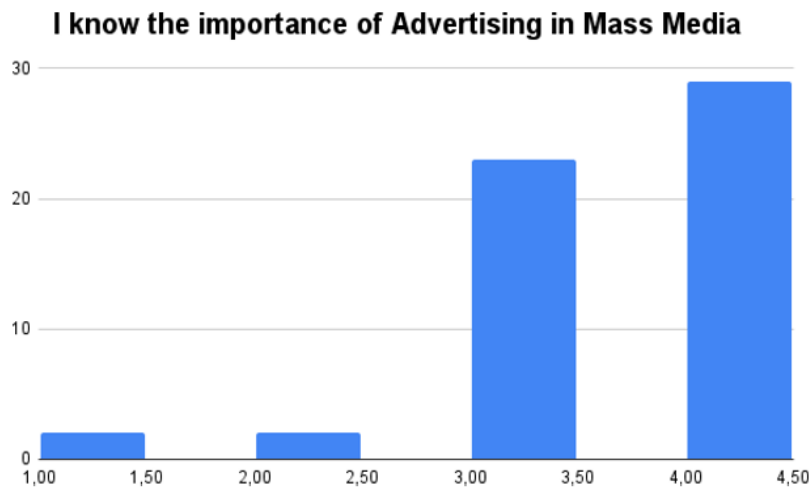


Figure 5. Know the importance of advertising in mass media.

Having explained in the previous presentation, that advertising has its own benefits. In the mass media requires advertising in advertising a product. The results of the survey data, respondents already know the importance of advertising in the mass media. But there are still some respondents who do not know the importance of advertising in the mass media. Judging from the results of the survey data collected, the majority of respondents agree with the digital advertising strategy on television, but there are also some who do not agree with it. Judging from the survey data, the majority of respondents agreed with the argument that in the world of advertising, television can be a forum for advertising promotions and increasing brand awareness.

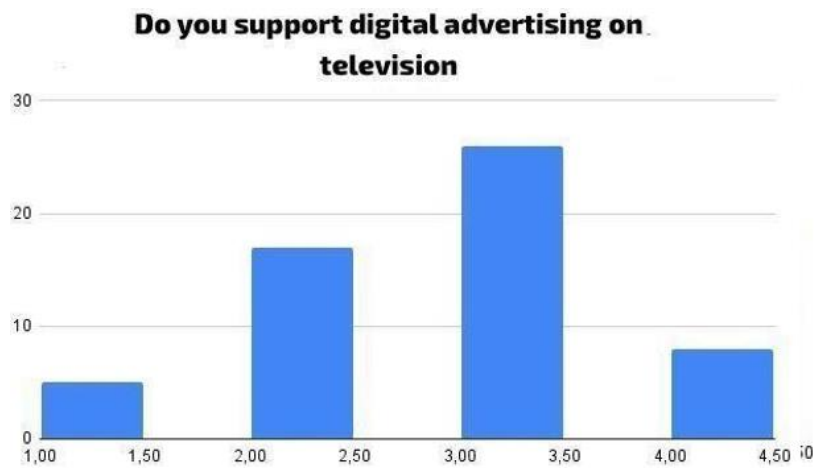


Figure 6. Support digital advertising on television.

3.2. Discussion.

3.2.1. Definition Advertising

Advertising is the most persuasive sales messages directed at the most potential buyers of certain goods or services at the lowest possible cost. Meanwhile, advertising is the promotion of goods, services, companies and ideas that must be paid for by sponsors. In this case, the sponsor is a particular company which will later become a client providing promotional services. Advertising can be a form of effective communication built by the company to customers. Advertising is divided into several types, such as online advertising, print media advertising, television advertising, outdoor advertising, product placement. Television advertising is one of the advertisements that is quite effective [21].

Social Media Advertising increasingly utilizes social media marketing (SMM) and electronic word-of-mouth (E-WOM) activities to build and maintain brand awareness through interactive content, online communities, and user testimonials [22]. In addition, there is a trend of short video virality driven by TikTok's "For You" algorithm or Reels/Shorts feature, a powerful weapon to instill brand recall. Creative content, hashtag challenges, collaborations with influencers, and paid ads on these platforms fuel brand engagement and popularity exponentially. Advertising trends are also being carried out through Online Streaming (YouTube) for brand positioning while blending entertainment content with advertising messages [23].

The majority of respondents were aged 17–20 (89.3%), reflecting the habits of digital natives who prefer interactive digital content like videos, social media ads, and gamified promotions. Studies show that younger audiences exhibit higher ad recall and purchase intention when exposed to dynamic digital formats compared to static TV jingles. In contrast, respondents over 25 showed stronger agreement with the effectiveness of television jingles. Nielsen's 2022 Asia-Pacific report highlights that adults over 40 in Indonesia watch TV for an average of 3.5 hours daily, making them more receptive to repetitive, emotionally driven jingles. This aligns with Cultivation Theory, which suggests that habitual TV exposure shapes beliefs and enhances trust in television advertising among older viewers.

Cultivation Theory emphasizes how television through repeated exposure shapes viewers' social perceptions so that television reality becomes their "second reality". On the

other hand, the Moriarty Model (Moriarty, Mitchell & Wells, 2018) outlines four main components of advertising: strategy, creative concept, implementation, and media planning. In Shopee's context, the media planning component ensures that jingles are aired repeatedly in featured programs ("reach & frequency"), so that the cultivation mechanism will work: the more often young and old audiences hear and see Shopee jingles, the stronger the brand's "reality" is embedded in their minds. Meanwhile, the creative concept (a memorable and emotional jingle) facilitates the encoding process of the advertising message in long-term memory, cementing the cultivation effect into a positive association with the brand.

Furthermore, the strategic logic designs the frequency and timing of broadcasts that are tailored to the target segment's viewing patterns—for example, prime time for the 17-20 year old demographic—so that media exposure supports the formation of collective perceptions that Cultivation Theory expects. And creative implementation ensures consistent audio, visual, and ad placement quality, so that Shopee's "accessible" and "fun" image is continuously reinforced every time the television is turned on. Thus, the Moriarty Model not only explains the technical elements of advertising, but also supports the mechanism of Cultivation Theory in building and maintaining Shopee's brand reality in the minds of consumers.

3.2.2. The existence of television in Indonesia.

The discovery of television technology encouraged the birth of a number of TV stations in various countries, such as in England in 1936 the BBC (British Broadcasting Corporation) was founded. Five years later in America, to be precise, in 1941, the Columbia Broadcasting System (CBS) was founded, which started television broadcasts after previously CBS had been a radio media corporation since 1927. The function of television became wider, initially only as an entertainment medium, then expanded to have information and educational functions. Starting in the 70s in Indonesia, broadcast TV became a mass media industry because the goods and services industry had started to promote its products through TV, and this audio-visual media was also considered the most effective mass media compared to other mass media.

From the information function, television is also a more attractive and up-to-date media than print media in broadcasting information that is happening. If the print media will only broadcast news the next morning, television can report it in the afternoon or evening, even broadcast live at the scene so that television's actuality is superior to print media. Because of its audio-visual nature, television has become a popular mass media there were lots of people from all walks of life [24]. Due to its combination of sight, sound, and wide accessibility, television has maintained a unique position in mass communication. According to Cultivation Theory, repeated exposure to television content cultivates viewers' perceptions of reality over time, which enhances the persuasive impact of jingles among regular viewers particularly older demographics who rely more on TV as a primary information source.

Most people still receive messages through television advertisements well even though several previous studies have stated that media consumption patterns have shifted from conventional to digital [25]. As one of the television stations, Trans TV has a strategy to use a new method, namely Meta Ads, which has succeeded in increasing brand awareness until a marketing goal is achieved [26]. Sprite also still uses television advertising for marketing its products and is known by all levels of society, both young and old as well as among students. Simultaneously, television ad impressions on the Brand Awareness variable.

Television advertising is still relevant to be used as a promotional tool in the digitalization era. Television has the ability to reach large audiences simultaneously, making it an effective tool for mass marketing campaigns. Although the production cost of television advertising is relatively high, the cost per viewer can be lower compared to other media, especially for products aimed at a broad market [27].

In addition, advertisements aired on television are often perceived as more credible compared to advertisements on digital platforms. While digital media offers advantages in terms of targeting and interactivity, television advertising still plays an important role in marketing strategies, especially in building brand awareness and reaching a wide audience. A combination of television and digital media can deliver optimal results in a marketing campaign.

3.2.3. Shopee.

Shopee is a subsidiary of the Sea Group, first launched in 2015 simultaneously in 7 countries, namely Singapore, Malaysia, Thailand, Taiwan, Indonesia and the Philippines. Shopee is an online marketplace that uses gadgets that make the buying and selling process easier. Shopee offers a variety of products such as fashion, electronics, and daily necessities. Shopee is present in Indonesia to offer a new way of shopping that is easier and more practical. Shopee's target users are young people, because young people cannot be separated from using gadgets in their daily lives [28].

By combining digital advertising with memorable TV jingles, Shopee leverages the strengths of both channels to maximize brand awareness across age cohorts. Digital campaigns capture the attention and engagement of younger, tech-savvy consumers, while television jingles reinforce brand recall and trust among older demographics. This synergistic approach aligns with Moriarty's advertising model, which emphasizes strategic planning, creative concepts, and media selection that fit target audiences. Our findings confirm that an integrated strategy yields higher overall brand awareness, as it meets diverse consumer media preferences and consumption habits.

3.2.4. Brand awareness.

Brand awareness is an individual's ability to recognize and remember the brand of a particular product category, and is the main dimension of brand equity. According to Durianto, there are four consumer memories regarding brands from the lowest level to the highest level, namely: Top of Mind, Brand Recall, Brand Recognition, Unaware of Brand. Every marketing activity always strives to obtain a higher level of brand awareness. If a brand is not in the minds of consumers, then the brand is not considered in the minds of consumers. According to Keller, there are four indicators that can be used to find out how far consumers are aware of a brand, namely: Recall, Recognition, Purchase, Consumption [29].

3.2.5. Digital marketing.

According to Strauss and Frost there are seven stages in e-marketing design According to Strauss and Frost (2014), there are seven important stages in designing an effective e-marketing strategy [30]. Each contributing to the structured development and implementation of digital marketing efforts. The process begins with Situation Analysis, which serves as the

foundation of the e-marketing plan. At this stage, businesses conduct a SWOT analysis—a strategic tool used to evaluate internal strengths and weaknesses, as well as external opportunities and threats. By doing so, companies can gain a clear understanding of their competitive position, digital capabilities, and potential areas for development or improvement.

The second stage is E-marketing Strategic Planning, which involves identifying and evaluating opportunities in the digital marketplace. Strauss and Frost propose a seven-step methodology for Market Opportunity Analysis (MOA), which includes recognizing unmet consumer needs and pinpointing specific customer segments that the company intends to serve. This stage emphasizes strategic targeting by aligning company resources with market demands, allowing marketers to craft digital offerings that are both relevant and valuable to clearly defined audiences.

The third stage centers on defining clear and measurable Objectives. These objectives guide all subsequent activities and typically address three key dimensions: the task (what the organization intends to accomplish), quantity (how much of a result is desired), and time (by when the goal should be achieved). E-marketing objectives can be diverse and include aims such as increasing market share, driving more engagement (increasing blog or website comments), boosting online sales, reducing operational costs (like those for distribution or advertising), improving brand awareness, and growing an internal customer database. The specificity of these goals ensures that e-marketing efforts are focused and can be quantitatively assessed.

With the objectives in place, companies move on to the fourth stage: developing an E-marketing Strategy. This stage involves determining the tactical approach to achieve the outlined objectives using digital tools and platforms. It encompasses the 4Ps of marketing, Product, Price, Place (distribution channel), and Promotion, in the context of the internet. Moreover, this stage integrates relationship management strategies to build and maintain meaningful connections with customers online, often through personalization, content engagement, and loyalty programs. The aim is not only to attract customers but also to retain them by providing consistent value and interaction.

The fifth stage is the Implementation Plan, which translates strategies into concrete action. At this point, marketers make detailed decisions about how each element of the marketing mix will be executed in the digital environment. This includes choosing specific platforms (such as websites, social media, email marketing), defining campaign timelines, assigning responsibilities, and setting workflow structures. The shift from a physical marketplace to a digital marketplace introduces new dynamics, such as screen-to-face interaction, instant feedback loops, and the necessity for mobile optimization and real-time engagement. Creativity and technical execution become key factors in this phase.

Once a plan is implemented, attention shifts to the Budget, the sixth stage of the process. Budgeting in e-marketing involves projecting and allocating financial resources to different aspects of the campaign while estimating both tangible (revenue, cost savings) and intangible (brand value, customer satisfaction) returns on investment. Marketers must carefully monitor actual expenditures and compare them with projected costs and benefits. This allows for timely adjustments to spending patterns and ensures that financial resources are being used efficiently to achieve the desired impact.

The final stage is the Evaluation Plan, where companies measure and assess the effectiveness of their e-marketing efforts. Continuous evaluation is vital for understanding

what works, what doesn't, and why. Success metrics are tied to the initial objectives and may include performance indicators such as conversion rates, traffic sources, engagement metrics, customer retention rates, and return on investment. Tools like the balanced scorecard can be utilized to evaluate how well the internet marketing program aligns with broader organizational goals. Through regular analysis and refinement, companies can enhance their e-marketing performance and remain competitive in an ever-changing digital environment.

Digital advertising in video form is compared directly to traditional television advertising, since it is a common assumption in the literature that they share similarities due to, but also besides, their similar formats [31]. Brand awareness is the consumers' ability to recognize or recall a product's component known as a brand. Strong brand awareness is established through social media marketing via interactions between the brand and consumers. Social Media marketing is the word used to describe any marketing campaign that uses internet connected devices and various Social Media media and strategies in order to facilitate online communication. Social media marketing is the practice of advertising products and services in novel ways, particularly by utilising database based distribution techniques to communicate with consumers and clients in an efficient, timely, and cost effective manner [32]. To educate prospective buyers about the products offered, a variety of social media marketing platforms are available.

3.2.6. Digital marketing content.

Digital content is content or information from a product through a medium. According to previous study, there are six characteristics as a measure of how great digital content is, namely, educational, entertaining, persuasive, storytelling, sharing, easy to find (SEO) [21]. Digital marketing content can be done anywhere, starting from social media, for example Instagram, YouTube, Tiktok, Twitter. Mass media includes radio and television. Print media includes newspapers, magazines, newspapers, banners and banners. In the current era, digital marketing content is more effective in mass media and social media which have many target audiences ranging from young people to the elderly [34]. Marketers should segment their media mix by age group: prioritize personalized, data-driven digital ads for younger audiences and reinforce message consistency through television jingles for older segments. Future research could expand the sample to include more age diversity and explore additional factors such as rural–urban differences and platform-specific behaviors [35].

4. Conclusions

Television is one of the mass media which has now developed from its beginnings as an entertainment and information medium, to developing and increasing as a promotional medium. Television has a wide audience from young people to the elderly. Shopee is one of the big markets that uses advertising services on television. By using a jingle that is distinctive and easy to remember, the Shopee jingle becomes more attractive to consumers because every time consumers want to look for goods, consumers remember the Shopee jingle compared to other markers, which increases Shopee brand awareness and becomes the top of consumers' minds. Shopee's digital marketing in increasing brand awareness is considered interesting, smart and effective because apart from its unique and easy to remember jingles, Shopee is also smart in choosing television to advertise its shop. Therefore, with a large audience of all. Brand

awareness in business sustainability is indispensable, not only for large enterprises, but also for small and medium enterprises. If customers are very aware of the existence of the product, then if managed properly, it will be able to create loyal customers.

Acknowledgments

The researcher conducted this study independently, without direct support from various parties. However, the researcher sincerely appreciates Dr. Kinkin Yuliaty Subarsa Putri, M.Si., and Dr. Marisa Puspita Sary, M.Si., for their invaluable guidance and direction throughout the research process.

Author Contribution

All authors contributed and provided support in assembling various aspects of this research.

Competing Interest

The authors hereby declare that they have no conflicting interests, financial, professional or personal, that could influence or give the appearance of influencing the results, interpretations and conclusions of this study. There are no affiliations, or other forms of benefits that can be considered as potential conflicts of interest related to the topic and conduct of this research. All authors guarantee that this research was conducted objectively and independently, and is fully based on academic integrity and scientific ethical principles. Thus, the authors declare that there is no conflict of interest that needs to be disclosed in connection with the publication of this article.

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