

## MEASURING MILLENNIALS' BEHAVIOR IN AVOIDING ADVERTISING ON YOUTUBE CHANNELS: A PUBLIC SERVICE ADVERTISEMENT REGARDING COVID-19

Henilia Yulita<sup>1)\*</sup>, Lim Yudhi<sup>2)</sup>

<sup>1,2)</sup> Communication Studies/Faculty of Social and Humanities, Universitas Bunda Mulia

Diterima 22 Juli 2022 / Disetujui 21 September 2022

### Abstract

*The pandemic of COVID-19 has had an impact on society and business. This includes the impact on people's information, product, and service consumption patterns. People spend more time at home because of social restrictions imposed to limit the spread of COVID-19. This is also gradually indicating opportunities for industry participants to deliver advertisements for their products or services via online media. The purpose of this study is to identify and analyze the determinants of attitudes toward advertising using ad content and advertising value. As an analytical tool, this quantitative study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) with SMART PLS. This study included 150 millennial YouTube users as participants. According to the findings of this study, ad content has a significant impact on advertising value. Furthermore, this study explains how ad content influences consumer attitudes toward advertising. The study's next finding explains that advertising value has no effect on attitudes toward advertising. This study explains, on the indirect effect, that advertising value does not mediate the relationship between ad content and attitude toward advertising. Other variables, such as advertising provider credibility and public saturation of COVID-19, can be suggested for future research.*

**Keywords:** advertising value, advertising content, public service advertisement, COVID-19 advertisement

### Abstrak

Pandemi COVID-19 memberikan dampak bagi masyarakat dan pelaku bisnis. Hal ini juga termasuk berdampak pada pola konsumsi masyarakat terhadap informasi, produk, dan jasa. Batasan sosial sebagai kebijakan untuk membatasi penyebaran COVID-19 membuat masyarakat lebih banyak menghabiskan waktu di rumah. Hal ini pula yang perlahan memberikan sinyal peluang kepada pelaku industry untuk menyampaikan iklan produk ataupun jasanya melalui media online. Penelitian ini bertujuan untuk mengetahui dan menganalisis determinan attitude toward advertising dengan menggunakan ad content dan advertising value. Penelitian kuantitatif ini menggunakan Partial Least Square Structural Equation Modeling (PLS-SEM) dengan menggunakan SMART PLS sebagai alat analisis. Para partisipan pada penelitian ini melibatkan 150 partisipan yang merupakan generasi millennial pengguna YouTube. Hasil penelitian ini menjelaskan bahwa ad content secara signifikan berpengaruh terhadap advertising value. Selanjutnya penelitian ini menjelaskan bahwa ad content secara signifikan berpengaruh terhadap attitude towards advertising. Hasil berikutnya pada penelitian ini menjelaskan bahwa advertising value tidak berpengaruh terhadap attitude towards advertising. Pada efek tidak langsung, penelitian ini menjelaskan bahwa advertising value tidak memediasi hubungan antara ad content terhadap attitude towards advertising. Variabel lainnya seperti kredibilitas penyedia iklan dan kejenuhan masyarakat terhadap COVID-19 dapat menjadi rekomendasi saran pada penelitian berikutnya.

**Kata Kunci:** sikap terhadap iklan, nilai iklan, isi iklan, iklan layanan masyarakat, iklan COVID-19

---

\* Korespondensi Penulis:  
E-mail: [hyulita@bundamulia.ac.id](mailto:hyulita@bundamulia.ac.id)

## INTRODUCTION

The pandemic of COVID-19 has had an impact on society and business. This includes the impact on people's information, product, and service consumption patterns. People spend more time at home because of social restrictions imposed to limit the spread of COVID-19. This is also gradually indicating opportunities for industry participants to deliver advertisements for their products or services via online media. According to data from the Interactive Advertising Bureau (IAB), digital advertising will grow by 12.2 percent year on year (yoy) in 2020. Furthermore, the report explains that Facebook, Google, and Amazon are among the top earners from digital advertising.

Youtube, a subsidiary of Google, has begun to shift the prominence of print and electronic media. The general public now has a more appealing and convenient medium for viewing advertisements. With the advancement of information and communication technology, several names for print media, specifically newspapers in Indonesia, have been replaced by more interesting media. The current COVID-19 pandemic has harmed almost every business sector in Indonesia, including the online health sector (e-health). One of the issues confronting the government during the COVID-19 pandemic is the rapid dissemination of accurate information about COVID-19 to the public in order for the community to develop an awareness of knowledge and insight.

One effort that can be made is to measure people's behavior toward the avoidance of COVID-19 advertisements issued by the government via the YouTube channel. This attitude can be influenced by a variety of emotional change factors (Disastra et al., 2018; Lee et al., 2012). This is the focus of this research problem. This study's sample is made up of millennials in Jakarta who use YouTube. This generation is known as literate and connected to the internet and social media, allowing it to act as an intermediary agent in conveying correct information about COVID-19 based on absorbed advertising information. This brings the contribution of this research to an urgency of research that must be carried out, given that COVID-19 cases are still fluctuating with various virus variants that appear, making information in advertisements through channels with a broad reach extremely important. Thus, the novel aspect of this study is the use of advertisements for COVID-19, which is constantly adjusted based on conditions, number of cases, and government policies. These advertisements are measured using aspects of ad content and advertising value, as well as millennial attitudes, which are considered necessary to continue measuring perceptions to capture the public response from the younger generation to COVID-19 advertisements.

This study raises several problem formulations, including whether ad content influences advertising value and attitudes toward advertising. Furthermore, this study formulates the problem, namely whether advertising value influences advertising attitudes. The following problem formulation in this study is whether ad content influences attitudes toward advertising as mediated by advertising value. As a result, the purpose of this research is to identify and analyze problem formulations.

## RESEARCH METHODS

Surveys are used to collect data for this quantitative study. The survey instrument was an online questionnaire that was distributed at random in May-July 2022. The questionnaire included 17 items that were scored on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Table 1 shows the operational variables in this study. The millennial generation of YouTube users met the inclusion criteria for this study. The participants were then asked to rate a public service advertisement about COVID-19 released by the Ministry of Health of the Republic of Indonesia on

the YouTube channel @Ministry of Health of the Republic of Indonesia with the title “Positif COVID-19 Tidak Perlu Takut! Begini Penanganannya”. This is how it is dealt with. This advertisement, which lasts 1 minute and 22 seconds, was first shown on February 16, 2022. To ensure that all participants in this study rated the same advertisements, participants were asked to view the advertisements in question via the links provided at the beginning of the questionnaire. The questionnaire received responses from 150 participants, the size of which was determined by 30 participants in each area of Jakarta (North Jakarta, West Jakarta, Central Jakarta, East Jakarta, and South Jakarta). When the population size is unknown, the sample size can be determined using an approach by Benitez et al. (2020), Hair et al. (2021), Memon et al. (2020), Indriyarti et al. (2022), Christian & Agung (2020), Christian (2019), and Christian et al. (2021) in which the number of indicator items is multiplied by 5 (the sample size limit) up to 10. (The maximum sample size limit). Several stages are used in data analysis. The outer loading (OL) and composite reliability (CR) results are used in this study's reliability test, and both must be greater than 0.7. Furthermore, the validity test employs Cronbach's Alpha (CA) values greater than 0.7, Average Variance Extracted (AVE) values greater than 0.5, and Discriminant validity. This study employs P Value ( $P < 0.05$ ) results in testing the hypothesis (Ali et al., 2020; Barati et al., 2019; Memon & Rahman, 2014). Furthermore, the coefficient of determination is used in this study to determine the effect of exogenous variables on endogenous variables.

**Table 1.** Research operational variables

Variable	Explanation	Indicator – item	Source	Measuring scale
Ad content	Aspects of likes or dislikes are contained in an advertisement that is displayed on YouTube.	<ol style="list-style-type: none"> <li>1. It's great to see the advertisement on YouTube (ENT_COTA1).</li> <li>2. The advertisement offers entertainment (ENT_COTA2).</li> <li>3. View COVID-19-related ads on YouTube with ease (ENT_COTA3).</li> <li>4. YouTube is the best place to get information about COVID-19 (INF_COTA1).</li> <li>5. Get the most up to date COVID-19 info from YouTube (INF_COTA2).</li> <li>6. The advertisement is informative (INF_COTA3).</li> <li>7. The advertisement is properly displayed on YouTube as a form of public service advertisement (INF_COTA4).</li> <li>8. YouTube has a large audience for disseminating COVID-19 information (INF_COTA5).</li> <li>9. Even though there are several other advertisements for COVID-19, the ad still provides important information (INF_COTA6).</li> <li>10. Considered the advertisement to be a nuisance (IRR_COTA1).</li> <li>11. The ads on the YouTube</li> </ol>	(Christian et al., 2022; Disastra et al., 2018; Islam et al., 2013; Liu et al., 2012; Murillo, 2017; Ünal et al., 2011; Zabadi et al., 2012)	Likert 1-5

		channel have already reached the annoying stage (IRR_COTA2).
Advertising value	Aspects of the benefits of an ad impression on YouTube.	<ol style="list-style-type: none"> <li>1. The YouTube channel makes the advertisement more useful (ADSVAL1).</li> <li>2. The YouTube channel increases the ad's value (ADSVAL2).</li> <li>3. The YouTube channel emphasizes the importance of watching the advertisement (ADSVAL3).</li> </ol>
Attitude toward advertising	A YouTube user's response to an advertisement that is served.	<ol style="list-style-type: none"> <li>1. Use YouTube as a channel to show COVID-19 advertisements (ATTADS1).</li> <li>2. YouTube tailors the ads it serves based on user preferences (ATTADS2).</li> <li>3. YouTube allows users to choose whether to watch or avoid advertisements (ATTADS3).</li> </ol>

The conceptual framework of this research is shown in Figure 1 based on the explanations of the methods used in this study, with the hypothesis of this research as follows:

- Hypothesis 1 : Ad content has a significant impact on advertising value.
- Hypothesis 2 : Ad content has a significant influence on consumer attitudes toward advertising.
- Hypothesis 3 : Advertising value influences advertising attitudes.
- Hypothesis 4 : Ad content has a significant influence on advertising attitudes, which is mediated by advertising value.

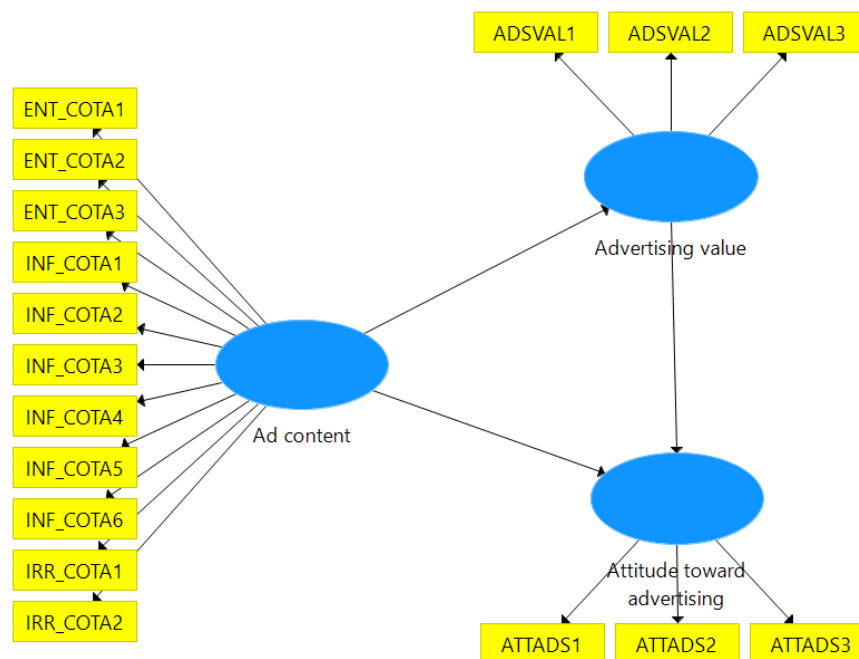


Figure 1. The Research Conceptual Framework

### RESULTS AND DISCUSSION

Figure 2 depicts the item reliability test results from the research used to derive the outer loading (OL) results. Because the specified OL result must be greater than 0.7, any OL item results that are less than that number must be eliminated and reprocessed. There are four items removed from the ad content variable: INF\_COTA1, INF\_COTA2, IRR\_COTA1, and IRR\_COTA2.

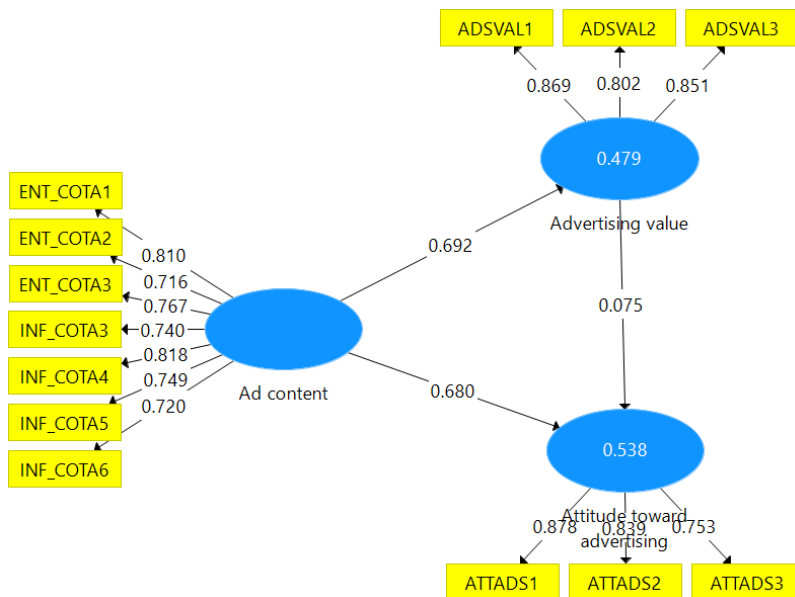


Figure 2. PLS Algorithm

The next reliability determination is based on the composite reliability (CR) results, and validity can be determined using Cronbach's Alpha (CA), where the results of each determination must be greater than 0.7. Furthermore, the validity seen from the results of Average Variance Extracted (AVE) must be greater than 0.5, as well as Discriminant Validity, which must have a construct correlation value greater than the correlation value with other constructs. Table 2's reliability and validity results indicate that the variables and items are both reliable and valid.

Table 2. Reliability and validity testing

Variable	Item	OL	CA	CR	AVE	Discriminant Validity		
						Ad Content	Advertising value	Attitude towards advertising
Ad content	ENT_COTA1	0.810						
	ENT_COTA2	0.716						
	ENT_COTA3	0.767						
	INF_COTA3	0.740	0.879	0.906	0.579	0.761	-	-
	INF_COTA4	0.818						
	INF_COTA5	0.749						
Advertising value	ADSVAL1	0.869						
	ADSVAL2	0.802	0.795	0.879	0.708	-	0.841	-
	ADSVAL3	0.851						
Attitude towards advertising	ATTADS1	0.878						
	ATTADS2	0.839	0.763	0.864	0.681	-	-	0.825
	ATTADS3	0.753						

\*OL>0.7; CA>0.7; CR>0.7; AVE>0.5

Source: SMARTPLS 3.0

Table 3 displays the model fit results as well as the coefficient of determination. The SRMR value was 0.089 ( $<0.1$ ), and the  $\text{Chi}^2$  value was 251.927 ( $>0.05$ ). These findings explain why the model and data in this study are well-fitting. Furthermore, the  $R^2$  on the advertising value of 0.479 indicates that the Ad content variable is used to explain 47.9 percent of the advertising value. These findings demonstrate that the use of exogenous variables to explain endogenous variables is inadequate.  $R^2 = 0.538$  for the Attitude towards Advertising variable, indicating that the use of ad content and advertising value variables in explaining the effect on attitude towards advertising is 53.8 percent. These findings explain why both exogenous and endogenous variables are used to explain moderate endogenous variables.

**Table 3.** Model Fit and Coefficient of Determination

Description	Saturated Model	Estimated Model	$R^2$
SRMR	0.089	0.089	-
$\text{Chi}^2$	251.927	251.927	-
Advertising value	-	-	0.479
Attitude towards advertising	-	-	0.538

SRMR $<0.1$ ;  $\text{Chi}^2>0.05$

Source: SMARTPLS 3.0

### Bootstrapping

The results of hypothesis testing in this study are shown in Table 4. As previously stated, the hypothesis results are based on the P Value results. Thus, the P value on the path of ad content  $\rightarrow$  advertising value is 0.000 ( $<0.05$ ), indicating that ad content influences advertising value. As a result of this, hypothesis 1 is accepted. Furthermore, the P result for the path of ad content  $\rightarrow$  attitude towards advertising is 0.000 ( $<0.05$ ), indicating that ad content influences attitude toward advertising. In other words, this finding explains why hypothesis 2 is correct. The result of P on advertising value  $\rightarrow$  attitude toward advertising, on the other hand, is 0.360 ( $>0.05$ ). These findings indicate that advertising value influences advertising attitudes, implying that hypothesis 3 is rejected.

**Table 4.** Hypotheses Testing

Path	Standard Deviation	T-Statistic	P Values	Remark
Ad content $\rightarrow$ Advertising value	0.044	15.628	0.000	H1 accepted
Ad content $\rightarrow$ Attitude towards advertising	0.066	10.322	0.000	H2 accepted
Advertising value $\rightarrow$ Attitude towards advertising	0.082	0.916	0.360	H3 rejected
Mediation: Ad content $\rightarrow$ Advertising value $\rightarrow$ Attitude towards advertising	0.057	0.900	0.368	H4 rejected

Source: SMART PLS 3.0

## Discussion

According to the findings of this study, ad content has a significant impact on advertising value. This study's findings are consistent with research findings (Christian et al., 2022; Liu et al., 2012). Among the other pathways, this effect is also the most dominant. The most significant forming item is a form of public service advertisement. The ad's right to appear on YouTube (INF\_COTA4) is the most important factor in determining the ad content variable. The next dominant ad content variable is the feeling of pleasure when viewing the ad on YouTube (ENT\_COTA1). The two dominant forming items in the ad content variable explain why participants in this study from the millennial generation believe that advertisements about COVID-19, such as those from the Ministry of Health of the Republic of Indonesia, are appropriate to be broadcast on the YouTube channel. This is also supported by a positive response from the younger generation participants in this study, who were pleased to see the public service advertisement for COVID-19 on YouTube. YouTube media, as it is known, is now not only a medium for displaying videos, but it has also been transformed into a medium for interacting between YouTube users via the comment feature. This section can be used by a ministry or a company institution to determine the reaction of YouTube users to video shows other than the "like" or "dislike" feature. Ad providers can track the rate at which ads are accepted by YouTube users. This has a positive impact on the company and points in the right direction for the future. Companies can learn what YouTube users like by distributing advertisements.

According to the findings of this study, ad content has a significant impact on people's attitudes toward advertising. The findings of this study back up the findings of previous research (Aslam et al., 2016; Christian et al., 2022; Pappu & Cornwell, 2014). The largest forming item in the ad value variable, namely the YouTube channel, makes the ad more useful (ADSVL1). The YouTube channel is the next most influential item, making the advertisement worth watching (ADSVL3). This strengthens YouTube's position as a medium for advertising distribution, including public service announcements about COVID-19. As a global issue and a long-term pandemic, the most recent information about COVID-19 must be communicated and disseminated to the wider community, including the millennial generation. In this case, YouTube media is one of the best ways to reach people from the millennial generation who are also YouTube users. Furthermore, when these public service advertisements are broadcast on YouTube, they become important information to watch for millennials. If the millennial generation is the intended audience for an advertisement, YouTube may be an appropriate medium for delivering information through advertisements.

The next finding in this study explains why advertising value has no effect on people's attitudes toward advertising. This is supported by the mediation effect results, which show that advertising value does not act as a mediating variable for the influence of ad content on attitude toward advertising. The findings of this study contradict the findings of previous studies (Abbasi et al., 2021; Christian et al., 2022; Liu et al., 2012). According to this study, participants from the millennial generation prefer public service advertisements about COVID-19 that can be broadcast on YouTube (ATTADS1). Even though this public service advertisement is a socialization of COVID-19 information, YouTube media can precisely filter the audience criteria for YouTube users. This means that YouTube media can be used as one of the appropriate media in determining the audience direction for an advertisement. Choosing a specific criterion is not difficult given the sophistication and breadth of the YouTube user market. This is very likely to occur to maintain the consistency of reaching specific ad audiences. This can assist agencies, ministries, or businesses in achieving their objectives or reaching the target audience for a specific advertisement.



## CONCLUSION

According to this study, ad content has a significant impact on advertising value. The item's most significant influencer is as a form of public service advertisement. The advertisement is appropriate for YouTube. Furthermore, this study explains how ad content influences consumer attitudes toward advertising. The largest forming item in the ad value variable, namely the YouTube channel, makes the ad more useful. According to the next finding in this study, advertising value has no effect on attitudes toward advertising. This finding reinforces the findings on the indirect effect, in which ad value does not mediate the relationship between ad content and attitude toward advertising. The study's findings imply that there is a type of positive response in which younger generation participants are pleased to be able to see public service advertisements about COVID-19 on YouTube. Ad providers can track the rate at which ads are accepted by YouTube users. Companies can learn what YouTube users like by distributing advertisements. Another implication lies in the explanation on how YouTube media can be used as one of the right media in determining the audience direction for an advertisement. This study has limitations in that it only uses one public service advertisement about COVID-19, so other public service advertisements about COVID-19 must still be measured. Furthermore, other variables such as the credibility of advertising providers and public saturation of COVID-19 can be suggested for future research.

## ACKNOWLEDGEMENT

This research was funded by the Ministry of Education, Culture, Research, and Technology through the Research Grants for the Penelitian Dosen Pemula Scheme for the 2022 fiscal year.



## REFERENCES

- Abbasi, A. Z., Rehman, U., Hussain, A., Ting, D. H., & Islam, J. U. (2021). The impact of advertising value of in-game pop-up ads in online gaming on gamers' inspiration: An empirical investigation. *Telematics and Informatics*, 62(101630). <https://doi.org/10.1016/j.tele.2021.101630>
- Ali, G. A., Hilman, H., & Gorondutse, A. H. (2020). Effect of entrepreneurial orientation, market orientation and total quality management on performance Evidence from Saudi SMEs. *Benchmarking: An International Journal*, 27(4), 1503–1531. <https://doi.org/10.1108/BIJ-08-2019-0391>
- Aslam, W., Batool, M., & Haq, Z. U. (2016). Attitudes and Behaviour of the Mobile Phones Users towards SMS Advertising: A Study in an Emerging Economy. *Journal of Management Sciences*, 3(1), 63–80. <https://doi.org/10.20547/jms.2014.1603105>
- Barati, M., Taheri-Kharameh, Z., Farghadani, Z., & Rásky, É. (2019). Validity and Reliability Evaluation of the Persian Version of the Heart Failure-Specific Health Literacy Scale. *International Journal of Community Based Nursing and Midwifery*, 7(3), 222–230. <https://doi.org/10.30476/IJCBNM.2019.44997>
- Benitez, J., Henseler, J., Castillo, A., & Schubert, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information & Management*, 57(103168), 1–16. <https://doi.org/10.1016/j.im.2019.05.003>
- Christian, M. (2019). Telaah Keniscayaan Iklan di Kanal Youtube Sebagai Perilaku Khalayak di Kalangan Milenial. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 5(2), 141–158. <https://doi.org/10.30813/bricolage.v5i02.1890>
- Christian, M., & Agung, H. (2020). Urban Consumer Behavior On Buying Multi-Products On Shopee Using Technology Acceptance Model(TAM). *Widyakala Journal*, 7(2), 54–60. <https://doi.org/10.36262/widyakala.v7i2.337>
- Christian, M., Jasfar, F., & Hady, H. (2021). Investigating the Determinants of App-based Land Transportation User Loyalty in Jakarta Using PLS-SEM Framework. *Advanced Journal of Social Science*, 8(1), 25–36. <https://doi.org/10.21467/ajss.8.1.25-36>
- Christian, M., Pardede, R., & Indriyarti, E. R. (2022). Generation Z in Jakarta's Attitude Towards COVID-19 Ad Distribution on YouTube. *Journal of Distribution Science*, 20(3), 13–22. <https://doi.org/10.15722/jds.20.03.202203.13>
- Disastra, G. M., Hanifa, F. H., Wulandari, A., & Sastika, W. (2018). In terms of effect, the value of advertising can serve as an inspiration to the audience, shaping the behavior. *Proceedings of the Social and Humaniora Research Symposium (SoRes 2018)*, 427–432. <https://doi.org/10.2991/sores-18.2019.98>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications, Inc.
- Indriyarti, E. R., Christian, M., Yulita, H., Ruminda, M., Sunarno, S., & Wibowo, S. (2022). Online Food Delivery App Distribution and Determinants of Jakarta's Gen Z Spending Habits. *Journal of Distribution Science*, 20(7), 73–86. <https://doi.org/10.15722/jds.20.07.202207.73>
- Islam, M., Kang, M., & Yang, S.-B. (2013). A Research to Identify the Relationship between Consumers' Attitude and Mobile Advertising. *Pacific Asia Conference on Information Systems*, 39.
- Lee, S.-G., Park, B., Kim, S.-H., & Lee, H.-H. (2012). Innovation and imitation effects in the

- mobile telecommunication service market. *Service Business Volume*, 6, 265–278. <https://doi.org/10.1007/s11628-012-0135-0>
- Liu, C.-L. E., Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising — A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26, 21–32. <https://doi.org/10.1016/j.intmar.2011.07.002>
- Memon, A. H., & Rahman, I. A. (2014). SEM-PLS Analysis of Inhibiting Factors of Cost Performance for Large Construction Projects in Malaysia: Perspective of Clients and Consultants. *The Scientific World Journal*, 2014, 1–9. <https://doi.org/10.1155/2014/165158>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)
- Murillo, E. (2017). Attitudes toward mobile search ads: a study among Mexican millennials. *Journal of Research in Interactive Marketing*, 11(1), 91–108. <https://doi.org/10.1108/JRIM-06-2016-0061>
- Pappu, R., & Cornwell, T. B. (2014). Corporate sponsorship as an image platform: understanding the roles of relationship fit and sponsor–sponsee similarity. *Journal of the Academy of Marketing Science*, 42, 490–510. <https://doi.org/10.1007/s11747-014-0373-x>
- Ünal, S., Ercis, A., & Keser, E. (2011). Attitudes towards Mobile Advertising – A Research to Determine the Differences between the Attitudes of Youth and Adults. *Procedia - Social and Behavioral Sciences*, 24, 361–377. <https://doi.org/10.1016/j.sbspro.2011.09.067>
- Zabadi, A. M. A., Shura, M., & Elsayed, E. A. (2012). Consumer Attitudes toward SMS Advertising among Jordanian Users. *International Journal of Marketing Studies*, 4(1), 77–94. <https://doi.org/10.5539/ijms.v4n1p77>