MARKETING AND ADVERTISING STRATEGY IN ACHIEVING THE TOP OF MIND (SAMSUNG BRAND CASE STUDY)

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Abstract: *Technological progress and competition between companies in the globalization era is increasing. New media plays an increasingly important role in advertising and marketing. In addition, the companies' survival depends on the presence of audiences/consumers. Therefore, determining how to utilize this new media/technology and determining how effective and efficient digital advertising and marketing strategies so that advertising has an appeal to the audience and the products offered are acceptable to the audience and right on target, and in accordance with the specified target is important and interesting to study. To obtain a framework of important concepts and the best strategy of effective marketing and advertising, the author utilizes the literature review method with qualitative approach. In doing advertising and marketing, it is important to pay attention to the objectives, audience, and distribution / media of advertising and marketing. The use of various media such as social media, online advertising, digital signage, and also endorsers are also important factors in advertising and marketing success. Advertising and marketing strategies help to better understand consumers and see how best to engage and empower the audience / consumers to get what they want. Here technology has created a new environment, where power has shifted from advertisers to consumers. This research produced a variety of important strategies and the best media which can succeed advertising and marketing, attract audiences, obtain the AIDA (Attention Interest Desire Action) effect of the audience and finally reach the Top of Mind.*
Keywords: *Communication, Advertising, Marketing, Endorser, Social Media*

Abstrak: *Kemajuan teknologi dan persaingan antar perusahaan di era globalisasi semakin meningkat. Media baru memainkan peranan yang semakin penting dalam melakukan periklanan dan pemasaran. Disisi lain kelangsungan hidup perusahaan bergantung dari keberadaan audiens/konsumen. Oleh karena itu menentukan cara memanfaatkan media/teknologi baru ini dan menentukan bagaimana strategi periklanan dan pemasaran digital yang efektif dan efisien agar iklan memiliki daya tarik bagi audiens serta produk yang ditawarkan dapat diterima audiens, tepat sasaran, dan sesuai dengan target yang telah ditentukan merupakan sesuatu yang penting dan menarik untuk dikaji. Oleh karena itu, untuk memperoleh kerangka konsep-konsep penting dan berbagai strategi terbaik dari periklanan dan pemasaran yang paling efektif, peneliti menggunakan metode literature review dengan pendekatan kualitatif. Dalam melakukan periklanan dan pemasaran perlu diperhatikan tujuan, audiens, serta distribusi/media periklanan dan pemasaran. Penggunaan berbagai media seperti media sosial, iklan online, digital signage, dan juga endorser turut menjadi faktor penting kesuksesan periklanan dan pemasaran. Strategi periklanan dan pemasaran membantu untuk lebih memahami konsumen dan melihat bagaimana cara terbaik melibatkan serta memberdayakan audiens/konsumen untuk mendapatkan apa yang mereka inginkan. Disini tekhnologi telah menciptakan lingkungan baru, dimana kekuatan telah bergeser dari pengiklan ke konsumen. Penelitian ini menghasilkan berbagai strategi penting dan media terbaik yang dapat mensukseskan pemasaran dan periklanan, menarik audiens, memperoleh efek AIDA (Attention Interest Desire Action) audiens dan akhirnya mencapai Top of Mind.*
Kata Kunci: *Komunikasi, Periklanan, Pemasaran, Endorser, Media sosial*

INTRODUCTION

In the current era of globalization, competition between companies is getting tougher. In addition, the company's survival is very dependent on the existence of customers, consumers or audiences. Although produces great product, without having loyal customers, customers it will be useless, a company has the potential to go out of business. Therefore, marketing and advertising strategies and the selection of media used in marketing and advertising are important activities that companies need to do, so that the products offered can be accepted by the audience.

Marketing is in charge of seeing the market either by identifying segments of products and services, or investigating consumer demand. Marketing presents to serve and satisfy consumers in order to make profit (Cornelissen, 2014, h. 70). According to Ridhards and Curran in (Laurie et al., 2019, h. 767), advertising is a paid non-personal communication from an identified sponsor, using the mass media to persuade or influence the audience. Advertising is a form of strategy or media used by individuals or companies to optimize the benefits of their services or products (Fikri, 2018). It is also a means of communication in order to convey, present and promote an idea, goods or services carried out by communicators (in this case companies, producers) to communicants (in this case the public,

especially audiences, consumers, customers) through non-personal media, namely mass media.

In the past, traditional advertising and marketing was carried out by distributing advertisements to targeted users through advertising agencies or sponsors directly and through traditional print advertisements in newspapers and magazines. But often, it is not effective and efficient because the tools used or the people who convey it are disliked by community. Today, increasingly developing technology has become a part of human life and has taken important role in marketing and advertising carried out by companies to appropriate customers. The advent of the internet and the advent of high-tech digital flat screens have enabled content providers, including advertisers, to replace static screens with dynamic content delivered to their audience. Currently, companies tend to market their products digitally. Quoted from (Wartakota, 2019), at the global level, digital advertising spending has increased from US $ 280 billion in 2018 to nearly US $ 300 billion in 2019. According to eMarketer data on (Wartakota, 2019) digital advertising spending in Indonesia has exceeded US $ 639, 9 million and this figure places Indonesia as the second largest digital advertising market in Southeast Asia. PubMatic's 2020 Global Ad Trends report (Bizinsight, 2020) argues that Indonesia's 2020 digital advertising market will develop. PubMatic also noted that most of the global advertising spending will be spent on the digital

sector until 2021. Overall, digital advertising is predicted to contribute to half of total media advertising spending worldwide. According to eMarketer (Asosiasi Digital, 2019), worldwide digital advertising spending is expected to reach more than $ 375 billion by 2021. Even the CMO in (Asosiasi Digital, 2019) predicts that by 2022, about 87% of the marketing budget will be spent for digital marketing. Hence, this phenomenon provides a great opportunity to apply digital marketing and advertising to this new communication platform, including for smartphone companies.

In Indonesia, the market for smartphone companies is growing very rapidly along with the increasing demand for telecommunications. This phenomenon illustrates that companies must use the right strategy and media to inform their products so that they can be accepted and liked by the public or audience. According to (Makassar Digital Valey, 2019) which refer to Tech in Asia, in the next few years, Indonesia is expected to become the third largest smartphone adopter in the world with an estimated number of users reaching 410 million people in 2025. In this regard, currently, The Samsung brand, especially the Samsung Galaxy A10, won the top ranking with the most sales figures in the world until the third quarter of 2019, followed by the Samsung Galaxy A50 (Gadget Now) in (Beritasatu, 2019). The top two rankings show that Samsung is the best-selling smartphone in the world and the brand of smartphone that audiences love and demand. According to (Burhanudin, 2020)

Samsung is one of the brands in the top three largest advertisers. Of the three brands, Samsung is the brand that allocates the most budget for advertising in digital media, amounting to 42%, with 444 forms of creative advertising.

The success of the Samsung smartphone and being crowned as the best-selling smartphone in the world and getting the title as one of the biggest advertiser brands is a very interesting phenomenon to study. Of course, Samsung's success is also due to the success of the strategies and media used in its marketing and advertising. Besides, how Samsung can increase user preferences or interests until user desires to buy Samsung smartphones is also worth researching.

Therefore, it is very important to know the marketing and advertising strategies as well as the media used by the Samsung Brand in utilizing this new media / technology so that the advertisement have the proper appeal to the targeted audience. For this reason, researchers will discuss the various best marketing and advertising strategies that are most effective and what media are used by the Samsung Brand to reach the targeted consumers. What is the strategy for implementing attractive Samsung Brand advertisements and what advertisements that attract (the attention) of the targeted market (audience)? And can these strategies have the effect of AIDA (Attention Interest Desire Action) and ultimately achieve the company's main goal, namely achieving Top of Mind (TOM)? Various interesting topics will be discussed in this research. This

research will also discuss all marketing and advertising strategies and media used by the Samsung Brand in a comprehensive and detailed manner, where in previous studies this was rarely done, so this research produces a comprehensive marketing and advertising concept that can be implemented by companies in marketing and advertising.

AIDA introduced by American entrepreneur, E. St Elmo Lewis (1898) is an advertising effect model that describes the effects of advertising media. This concept consists of steps or stages that occur starting from seeking consumer's attention (attention), making consumers interested (interest), making consumers have the intention or desire to buy (desire), and finally consumers feel confident buying the product (action). The AIDA concept provides an important understanding from a consumer's point of view of what really a consumer need so that it can create the right strategy in marketing and advertising (Kurniawan, 2020, h. 1).

Meanwhile, Top of Mind shows the level of brand awareness where if consumers are asked directly without reminder assistance, the brand that is most often or most frequently mentioned first is the brand that has a high top of mind. To make consumers remember the company's products and increase their top of mind, effective advertising is needed.

The effectiveness of advertising depends on many factors (Puspita Rini, 2018, h. 97), one of which is the strategy, techniques and media used in advertising. In addition,

the following important things need to bear in mind:

The purpose of advertising

According to (Lin et al., 2015, h. 983) there are several advertising goals, including informing, arousing emotions, and triggering action. A good advertising mechanism must have the adaptive ability to improve advertising performance in accordance with the objectives and mission of advertising.

Advertisement Audience

In order to fulfill the purpose of advertising, the target audience must be properly identified (Kelly et al., 2010, h. 23). The advertisement audience must be selected carefully or the effectiveness of the advertisement may decrease. The main objective of targeting the audience is to identify the audience that receives the advertisement appropriately (Lin et al., 2015, h. 983). Stockman in (Lin et al., 2015, h. 983) argues that ensuring the right advertising by reaching the right demographic is the first step towards smart marketing. Evaluating the match between the advertisement content and the recipient / audience must also be considered before advertising activities are launched.

Advertising distribution

According to (Lin et al., 2015, h. 983), choosing the right media to advertise is important for advertisers and should be used as an important strategy in advertising. Selection of the best media will make advertising more effective and efficient, messages will be received by the right audience, those with correct characteristics of needs, preferences, culture, geography

and demographics (Suryono & Indri Astuti, 2013, h. 18).

Below are some media and means that can be used and become a distribution tool in effective advertising and marketing to achieve consumers interest and eventually consumers will remember about the advertised products / services, get the effect of AIDA, and achieve or increase top of mind.

Social Media

According to Shin et al in (Lin et al., 2015, h. 983) social media is an internet-based platform that emphasizes human interaction. Social media is the interaction between people and their work, a place to share, exchange, and comment on content in virtual communities and networks. Social media is now increasingly playing an important role in life and has become a popular space for marketers to promote products on one side and customers can share their opinions about products or stores on the other side.

Online Advertising

With the rise of new media and along with technological developments, companies are exploring business opportunities. One of the most popular advertising and commercial ventures strategies is online advertising. Online advertising is an advertising method using the internet and the World Wide Web with the aim of conveying promotional messages to attract consumers. Online advertising has several forms and implementation strategies, namely contextual advertising on search engine pages (Cook & Karson, 2011), banner advertisements (Kazienko & Adamski, n.d.), advertising networks and email marketing in (Lin et al., 2015).

Digital Signage

Digital signange emerged in the 1990s. With the development of technology, information, messages and advertisements are displayed in the form of electronic displays (digital signage). According to (Bauer et al., 2016, h. 2), digital signage is a promising medium that wins over information chaos, because digital displays provide new opportunities and advantages over traditional static signage.

Digital signage can be used for a variety of purposes including advertisements by advertisers. In advertising, a digital signage system selects and displays advertisements based on contextual triggers such as time, location, weather, audience characteristics, and others. This supports various interaction mechanisms (Bauer et al., 2016, h. 2). Digital signage has advantages in terms of size, increased flexibility, and in terms of user attractiveness. Digital signage displays come in different sizes from cell phone size to wall size.

Digital signage offers several special features and benefits. Digital signage solutions offer fast, effective and flexible content control and display. More over, updates are fast and flexible, without the need to interact with the signs physically, which eliminate the high costs compared to creating and distributing a print advertisement campaign. Digital signage practically eliminates content distribution costs and

traditional printing costs, reduces construction costs and reduces distribution and installation costs (Bauer et al., 2016, h. 2).

According to (Technology, 2016, h. 3), there are positive benefits of using digital signage, namely increased sales, creating a more intense shopping experience for customers, increasing customer loyalty, helping to increase brand awareness, selective influence of purchasing behavior, lowering operating costs in the long run , reduce product introduction periods, and reduce customer perceived waiting times.

Endorser

Marketing with endorsers is a common and useful strategy. People who influence certain individuals or groups are called endorsers (Commission, 2011, h. 1). Endorser marketing can be categorized into celebrity endorsements and non-celebrity endorsements. Non celebrity endorsements are people who are not celebrities / artists who are used in advertisements. Celebrity endorsements are people who use their public recognition and appear with the consumer goods advertised with her/him. McLuhan said that since the filming of advertisements often use artists as performers for their products, now advertisements look more and more like scenes in movies. A celebrity is an individual "whose name attracts attention, attracts interest, and is valued for making a profit" such as a celebrity or artist. In other words, celebrity endorsers have a special influence on people's behavior. This study uses these various strategies and media or

means of marketing and advertising as an analysis knife in research on the strategies and media used by the Samsung Brand.

METHODOLOGY

This research was prepared using the literature review method with a qualitative approach. According to (Nakano & Muniz, 2018, h. 1), literature review plays a fundamental role in uncovering theory, which supports the paper / article argument, establishes its boundaries, and defines and clarifies the main concepts to be used in the empirical part of the text. This research will form a model or framework for the important concepts of effective marketing and advertising strategies and are liked by the audience to obtain AIDA effects and achieve the goal, namely Top of Mind.

The first step taken by the researcher was defining the theme, determining keywords, and collecting and identifying various literature related and relevant to the theme and presenting it. Data is collected from various sources within the last 10 years which consists of books, journals and other relevant and supportive sources obtained through various academic journal search engines and the google search engine. Then the literature is analyzed and important concepts and gist are taken in accordance with the research context. This is done to build a theoretical background and formulate supporting theories that will be used in expressing opinions / arguments. Next steps are identify and analyze theoretical and literature gaps. After

that, define the key concepts used in the research. Next, develop a model or framework for the relationship between important marketing and advertising concepts, namely the various strategies and media used in advertising, advertising objectives, target audience and preferences, AIDA effects, and Top of Mind. Eventually it can provide new views / novelty about the topic.

There are 22 literatures that have been identified and match the research criteria, both from inside and outside Indonesia. Various literature originating from Indonesia provides an overview of the concept of marketing and advertising strategies in relation to the context in Indonesia. Meanwhile, literature from outside Indonesia supports concepts that develop outside the Indonesian context. The list of literature analyzed in this article is shown in Table 1 below.

Tabel 1. List of Literatures Used as Research Reference

No	Tahun	Penulis
1	2020	Abeza, Reilly, Seguin & Nzindukiyimana
2	2019	Laurie, Mortimer, & Beard
3		Karina & Rohmiati
4	2018	Rini Puspita
5	2016	Bauer, Kruvinska, Strauss
6		Sri Hartini
7		Kiyerev, Pauwels, Gupta
8		LTB Technology
9	2015	Dell
10		Lin, Li & Wu
11		Nur Faiz Andrianto
12		Puspita, Suharyono, & Mukhammad
13	2014	Cornelissen
14		Khan, Khusro, Jabeen
15	2011	Commission
16		Elberse & Verleun
17		Hambrick & Mahoney
18		ITU-T
19		Wiesel, Pauwels & Arts
20		Forddhani Bimantoro & Anita Herawati
21		Wegig Murwogugroho, Yasraf Amir, & Priyanto Soenarto
22	2010	Kelly & Drennan

Sourse: Researcher Literature Analysis

Various previous studies have provided an overview of one strategy or one of the media used as an advertising and marketing strategy. In this study, researchers will describe some of the best strategies and media that are used simultaneously and comprehensively to further increase the achievement of advertising goals, namely being liked and attractive to the audience, obtaining the AIDA effect and achieving Top of Mind. These literatures will also be understood in accordance with the perspective of communication science, such as the communicator (sender), message, channel, message receiver (receiver), and the effects produced.

RESULTS AND DISCUSSIONS

This section provides descriptions, comparisons and relationships between theories and concepts that have been described with various research results and existing phenomenon.

Therefore, various literatures that are relevant and related to the topic and based on the criteria presented in the methodology section are identified, analyzed and presented as follows.

Tabel 2. Results of Identification and Literature Analysis

No	Thn	Penulis	Konsep Penting
1	2020	Abeza, Reilly, Seguin & Nzindukiyimana	Adanya keterlibatan, peran, model, dan jenis konten atlet *endorser* dalam pemasaran produk olah raga yang berpengaruh positif pada niat beli dan

			keputusan pembelian konsumen					hiburan sehingga meningkatkan penjualan, menciptakan pengalaman berbelanja yang lebih intens bagi pelanggan, meningkatkan loyalitas pelanggan, membantu meningkatkan kesadaran merek, pengaruh selektif perilaku pembelian, menurunkan biaya operasi dalam jangka panjang, mengurangi periode pengenalan produk, dan mengurangi waktu yang dirasakan pelanggan.
2	2019	Laurie, Mortimer, & Beard	Millenials di AS dan Inggris melihat iklan sebagai usaha mempromosikan perusahaan, produk atau layanan kepada orang-orang melalui media.					
3		Karina & Rohmiati	Strategi Campaign Samsung Galaxy A Series 2017 melalui Event "The A Lab" yaitu menetapkan terlebih dahulu tujuan diselenggarakan event, hasil yang diharapkan dari event, komponen yang ada dalam event, target pasar yang dituju, media/alat promosi yang digunakan, dan menyusun jadwal pemasaran untuk event.					
					9	2015	Dell	Memberikan penjelasan dan panduan penggunaan *digital signage*
4	2018	Rini Puspita	Faktor yang mempengaruhi top of mind merek shampoo Pantene yaitu frekuensi penayangan iklan, daya tarik pesan iklan, dan waktu penayangan.		10		Lin, Li & Wu	Mekanisme penyebaran sosial berbasis media sosial dan *endorser* yang mempertimbangkan faktor-faktor preferensi, pengaruh dan kekuatan difusi pengguna dapat meningkatkan efektivitas iklan target dengan menemukan *endorser* yang paling tepat yang dapat menyebarkan iklan ke target pengguna yang diidentifikasi.
5	2016	Bauer, Kruvinska, Strauss	Potensi dan pentingnya melakukan bisnis dengan *digital signage* untuk mencapai efek iklan yang lebih baik.					
6		Sri Hartini	Variabel dorongan iklan dan nilai informasi berpengaruh positif pada keputusan pembelian.		11		Nur Faiz Andrianto	Terdapat pengaruh *celebrity endorser* pada proses keputusan pembelian.Semakin baik celebrity endorser yang digunakan maka akan mempengaruhi proses keputusan pembelian.
7		Kiyerev, Pauwels, Gupta	Iklan bergambar meningkatkan konversi pencarian dan penempatan iklan pencarian mempengaruhi daya ingat dan pengakuan merek pengguna.		12		Puspita, Suharyono, & Mukhammad	Duta (Brand Ambassador)/*celebrity endorser* signifikan berpengaruh positif terhadap variable citra merek internasional dan keputusan pembelian sampel.
8		LTB Technology	Adanya manfaat penggunaan *digital signage* untuk memperkuat pesan, sukses sebagai informasi dan sistem					

13	2014	Cornelissen	Penjelasan mengenai pemasaran.
14		Khan, Khusro, Jabeen	Berbagai aspek *digital signage* mencakup arsitektur, jenis, teknis interaksi, masalah dan tantangan penggunaannya.
15	2011	Commission	Pemasaran yang dilakukan dengan *endorser*.
16		Elberse & Verleun	Manfaat positif penggunaan *endorser marketing* (atlet) yaitu meningkatkan penjualan.
17		Hambrick & Mahoney	Penggunaan *endorser* (bintang) melalui jaringan *online* sosial/media sosial (misalnya twitter) dalam pemasaran dapat mempengaruhi keputusan pembelian konsumen.
18		ITU-T	*Digital signage* sebagai media inovatif untuk informasi, hiburan pemasaran dan periklanan yang ditargetkan.
19		Wiesel, Pauwels & Arts	Memodelkan perkembangan konsumen melalui corong pembelian dan menjelas*kan bahwa iklan online dapat mendorong penjualan di saluran* offline
20		Forddhani Bimantoro & Anita Herawati	Frekuensi melihat iklan floating (bagian dari *iklan online*) dapat mempengaruhi tingkat kesadaran merek audiens secara signfikan.
21		Wegig Murwogugroho, Yasraf Amir, & Priyanto Soenarto	Strategi penggunaan *digital signage* merupakan sesuatu yang penting dalam perancangan program promosi di era modern.
22	2010	Kelly & Drennan	Beriklan di jejaring sosial *online* lebih mungkin dihindari jika pengguna memiliki harapan pengalaman negatif, iklan tidak relevan bagi pengguna, pengguna skeptis terhadap pesan iklan, atau konsumen skeptis terhadap media periklanan.

Source: Results of Researcher's Literature Identification and Analysis

The formation of a marketing and advertising communication model or framework will be formulated through various strategies and marketing and advertising media implemented by the Samsung Brand. Several strategies and marketing and advertising media will be analyzed to develop a new concept / model or framework. The existing aspects of several strategies will be adjusted to the concepts presented in the literature review. In addition, various aspects of communication were mapped such as senders or communicators, messages, channels, media, receivers, consumers, audiences and effects.

Audience Targeting

Urbanites, who are very creative, stylish, mobile, unique, and who like to try new things and have a big competitive spirit, are one of Samsung's target audiences, especially Samsung smartphones. With regard to this, Samsung implemented one of its strategies through a marketing event titled "The A Lab" when Samsung launched Samsung Galaxy A Series 2017 (Alverawaty & Rohmiati, 2019, h. 46). The A Lab event offered product experience and product education with musical accompaniment from "pon your tone" and artistic artwork decoration support. In this event, the

audience could conduct various experiments, try, and explore new features in the Samsung Galaxy A Series 2017. The concept of the event is also made unique, in the form of a laboratory that displays a blue effect.

The marketing strategy in the form of this event is of course tailored to the character of the target audience which consist of young people and millennials as urbanites, as well as the character of the products offered. This shows that the targeted advertisement audience is an important factor affecting the effectiveness of advertising. Similar research (Lin et al., 2015) noticed that the strengths of the advertising audience as a target and audience preferences (social advertising) and combination of the two are two important ways to increase advertising effectiveness. It is very important in an advertising strategy to targeting the audience and determining how to attract the audience. The form of advertisement to be launched must be tailored to the target audience / recipient, be adjusted to the content and characteristics of the information or product or service being advertised so that the audiences feel entertained, happy, and interested in the advertising message they receive and the product launched. When the audiences feel this, the audiences will have gotten the AIDA effect, and in the end the brand and product will be in the audiences' Top of Mind.

Social Media

Promotion of Samsung, for example Samsung Galaxy A Series 2017, uses social media in the form of Instagram, Facebook, Twitter and YouTube (Alverawaty & Rohmiati,

2019, h. 46). Social media can reach audiences without being limited by space and time, so that advertising can quickly and easily increase sales. In addition, by referring to the audience character, the use of social media is the right strategy, because at this time, the phenomenon of using social media is increasingly widespread. In accordance with Stelzner's research in (Lin et al., 2015, h. 982) that the majority of companies use social media as a marketing and advertising tool, and half of marketers and advertisers have experience implementing social media in marketing and advertising for at least one year. Advertising is one of the most common commercial activities implemented using social media. Even with social media, advertisers can harness the power of social influence to deliver word of mouth (WOM) advertising messages via social networks. This shows that there is a distribution of power to users / audiences, while still paying attention to social relationships and interactions between users.

Online Advertising

In the study (Bimantoro & Herawati, 2011, h. 1), it was found that the frequency of viewing Samsung's floating advertisements could significantly affect the level of brand awareness of respondents. Research by Luo et al (2011) in (Lin et al., 2015, h. 983) also found that placement of search advertisements affects users' memory and brand recognition. Floating advertisements are a variation of banner advertisements and are a modern form of pop-ups (Bimantoro & Herawati,

2011, h. 1). Pop-ups and floating advertisements according to Wartime (2008) in (Bimantoro & Herawati, 2011, h. 10) are a variation of banner avertisements besides video strips, push-down banners, polite banners, and interstitial display ads.

(Wiesel et al., 2011, h. 2, 606) model consumer development through purchase funnels and explain that online advertising can drive sales in offline channels. Online advertising is one of the most affordable and successful advertisements in the era of globalization because of its relatively cheap price and one of the fastest ways to reach the target audience. In addition, the coverage of online advertising is not limited by geography and time. People are increasingly liking online advertising because it is more accessible. People can also reject online advertisements that appear (by clicking skip ads) if they don't want to see an online advertisement, although this does not apply to all online advertisements.

When visitors access a website, floating advertisements will appear in various forms of dynamic images and animations that can be combined with various technologies such as audio (sound), audio visual (video), flash animation and various programming languages. Floating advertisements come with these advantages, but floating advertisements will also cover website pages as long as the audience does not close the website pages.

According to researchers, this is the shortcomings of online advertising in the form of floating advertisements. When accessing a website, the audience can be disturbed by the unexpected presence of advertisements in the form of floating advertisements. Moreover, the advertisement will not disappear even if the audience takes down the website page. The new floating advertisements will disappear after the audience closes the website page. For this reason, according to researchers, it is necessary to place online advertisements (floating ads) on a website that is in accordance with the character of the target audience and is more focused and recognizes audience behavior and audience preferences, so that the advertisements that are displayed are right on target and raise audience awareness of a brand, not make the audience uncomfortable with advertisements which in turn have a negative impact on the product. This is an important way to increase the prominence of online advertising.

Digital Signage

According to (Murwonugroho et al., 2011, h. 464), digital signage is a new medium in advertising. This media utilizes the physical environment and involves interaction with the target audience. Samsung also takes advantage of this digital signage in its advertisements as seen in the following figure.

Figure 1. Digital Signage of Samsung Advertisement
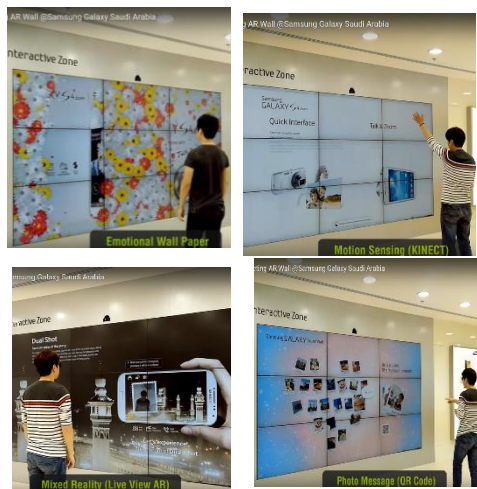
Source: Screenshots (https://www.youtube.com/watch?v=ocivhZ_xeoM)

It is seen clearly the various functions of Samsung's advertising using digital signage, namely as emotional wall paper, motion sensing (kinect), mixed reality (live view AR), and photo message (QR Code), so that audience can be actively / deliberately involved with digital system by touching the touch screen or the audience can implicitly interact with the system with certain gestures. The advertising strategy carried out by Samsung through digital signage is in accordance with what was conveyed by (Bauer et al., 2016, h. 2) that digital signage is a new communication technology, which displays dynamic content presentations containing text, graphics, audio, video, and animation, interactive content and timely information.

The image is an example of interactive digital signage that allows audiences to interact with the system to better attract the audience's attention. This is in accordance with what was conveyed by (Bauer et al., 2016, h. 8) that interactive digital signage is more attractive, informative, and offers targeted content that can attract consumer attention.

The implementation of digital signage in the image shows the involvement and interaction of communication between advertisers (as senders / communicators) through digital signage (as a channel) and the audience (as receivers / communicants). Digital signage with moving images certainly attracts the attention of the audience and reinforces the message conveyed by advertisers. People naturally respond to these visual stimuli. This is in accordance with what was conveyed by (Bauer et al., 2016, h. 4) that interactive digital signage enables greater audience engagement, better user experience, and more accurate targeting.
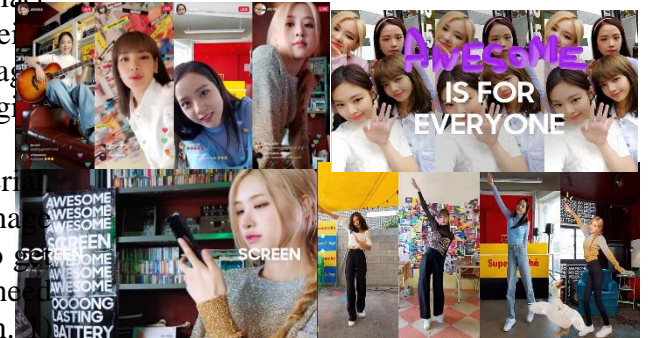
Digital signage relies on suitable content to function effectively. The type of content is very important because it must match the type of digital signage that will be used. The content displayed on digital signage must also be relevant to the audience. If the content is not relevant to the audience, then digital signage will not generate benefits for the company. Digital signage provides a superior opportunity to approach the audience in a target-oriented way (Bauer et al., 2016, h. 2). Even a digital signage system can dynamically change the content on its display in milliseconds. In accordance with what was conveyed (Bauer et al., 2016, h. 2) that digital signage allows displays to present various advertising messages according to schedules or those triggered by certain events. (Dell, 2015, h. 2) also states that different content may appear on different screens at different times and places, and can also have live feeds from TV, the Web, databases and more.

The advantages of digital signage by stimulating engagement or arousing audience's emotional perceptions can increase the value of advertising and also increase product marketability. (Khan et al., 2014, 200) also said that digital signage is very helpful in getting customer attention. "Digifieds", and "plasma poster networks" are examples of digital signage applications for advertising. The same thing was

conveyed by (Bauer et al., 2016, h. 2) that interactive digital signage adds systems and sensors to the network that allow displays to exploit various additional sources of information to better attract the audience's attention and allow the audience to interact with the system.

Digital signage is a promising and very attractive platform that has gained a fixed place among other advertising tools as well as being the industry's best. There are many advantages of using digital signage. This is why digital signage solutions are so successful as an information medium and advertising material. Public also enjoy the presence of digital signage as an entertainment system and it is easy to get information about the best products they need and want, as conveyed by (ITU-T, 2011, h. 2) which highlights digital signage as an innovative medium for information, entertainment, marketing and targeted advertising.

Endorser

Research by Spry et al (2009) on (Astria Magdalena et al., 2015, h. 2) shows that brand credibility can be influenced by the use of celebrities. To enhance its brand image, Samsung has local brand ambassadors in each of its target market countries. In 2011, David Beckham was made as a Global Brand Ambassador. The Samsung Galaxy advertisement also uses celebrity endorsers in the form of big artists such as Brad Pitt, Angelina Jolie, Jennifer Lawrence and Jared Leto who take selfies together using the Samsung Galaxy S5 camera at the Oscars event. This celebrity is considered to be able to suggest the audience that Samsung is suitable for use among young people (Andrianto, 2015, h. 5). The use of endorsers, especially celebrity endorsers, is one of the creative advertising strategies that can attract consumer attention so that it raises consumer curiosity and interest in products which will then form the AIDA effect for consumers and the achievement of Top of Mind which ultimately affects consumer purchasing decisions.

There are other Samsung advertisements that also use endorsers which researchers will discuss as shown below.

Figure 2. Use of Blackpink Endorser on Samsung Advertisements

Source: Screenshot on Youtube.com (https://www.youtube.com/watch?v=6kW1stAf5rs)

The advertisement for the Samsung Galaxy A Series smartphone uses Blackpink as an endorser. As known publicly, Blackpink is a top Kpop girl group in Korea which has many fans around the world. With the presence of Blackpink in this Samsung advertisement, it certainly stole the attention of the audience, especially Kpop fans, especially Blackpink fans called Blink. Then, at the launch of the Samsung Galaxy smartphone in the United States, a Blackpink member, Lisa, was also present. On the smartphone screen, you can see a scene of Lisa Blackpink throwing colorful powder in the video clip. Lisa's appearance on the Samsung Galaxy screen at that moment became the public spotlight and even became a conversation for Blink on social

media to become a trending topic on Twitter (TribunKaltim.com, 2019). Not only in cyberspace conversations, we can also find them around us, millennial children say "I want to buy a Blackpink cellphone", "I want to buy a cellphone that advertises Samsung Blackpink" or other words that mention "Samsung" and "Blackpink". This is consistent with the findings of various studies which show that celebrity endorsements provide many benefits, such as beautifying images / advertisements, introducing brands, repositioning brands, increasing attention, generating positive attitudes towards advertising, and increasing purchase intention (Atkin and Block, 1983) and (Yoon, 2011) in (Lin et al., 2015, h. 985).

Figure 3. Trending Twitter Topics about Blackpink and Samsung

Source: (TribunKaltim.com, 2019)

This case shows that the endorsement strategy, especially by celebrity endorsers, is a strong advertising distribution strategy to reduce negative reactions and generate positive reactions during advertising. In advertising the audience's positive emotional attitude is very important and can be seen as an indicator of the effectiveness of advertising. Besides, the greater pleasure and positive emotions that arise make the consumer / audience have a significantly more positive attitude when shopping. In particular, when an endorser chosen is the one who is liked, trusted by the audience, the advertisement will be more easily accepted / liked by the audience. In addition to their social power of influence, endorsers are often trusted by people they can influence. This is consistent with research of (Hambrick & Mahoney, 2011) which states that using the attractiveness of star players in marketing to support sports and non-sports products because of their pleasant and trustworthy personalities will positively influence consumer purchasing decisions. In line with this (Abeza et al., 2017, h. 338) argued that celebrities embody unique meanings and in supporting the products, they transfer that meaning (perceived quality) into products and ultimately to consumers. This is where the communication occurs, the communication that occurs between advertisers (senders) who deliver messages mediated by the endorser (channel) to consumers (receivers) so as to obtain the AIDA (Attention Interest Desire Action) effect and reach the Top of Mind. This strategy certainly helps solve problems related to the advertising audience, encourages information dissemination, and reduces advertisement avoidance.

The analysis also shows that the endorser strategy, especially

celebrity endorsers, is very helpful for advertising and can be expected to have better effectiveness. Endorser marketing can increase customer acceptance of advertising, reduce advertising avoidance, avoid advertising clutter, generate brand awareness (Top of Mind), increase sales, build brand equity, and have a positive impact on return on shares (Elberse & Verleun, 2011, h. 2).

The existence of power of impression and advertising appeal of the advertisement that attracts the attention of audiences / consumers through endorsers will affect consumers' feelings about a product (Hartini, 2016, h. 58). For this reason, it is very important to find the right (influential) endorsers to distribute advertisements, so that the messages conveyed by the endorsers can influence customer behavior. It is very important to distribute the right advertisements to the right people through the right endorsers. This is in accordance with various studies which state that celebrity personas are considered to have a strong relationship with consumers (Thomson, 2006) in (Abeza et al., 2017, h. 334) through attributes such as reputation, attractiveness, likes, and trust (Atkin and Block, 1983) in (Abeza et al., 2017, h. 334).

From this case it can also be seen that with social media (for example Twitter), advertisers can take advantage of the power of social influence to send advertising messages by word of mouth (WOM) through social networks, especially if it becomes a trending topic as in this case. It is clear that when the audience talks about this, they are directly or indirectly advertising as well. This shows that there is a distribution of power to users / audiences, while still paying attention to social relationships and interactions between users.

The advertisement also shows that Samsung reveals the superiority of Galaxy A, namely the Awesome screen, Awesome camera, and Long-lasting battery life. The endorser (Blackpink) keeps repeating this sentence until the end of the video. This strategy provides a message that the advertisement viewer will never forget. The existence of repetition of messages in advertisements is also a strategy in order to make the advertising message will always be remembered by the audience / consumers. Repeating this message will change consumer attitudes and behavior. However, it should also be noted that the repetition of the message should not too many, because it will cause boredom for the audience, which in turn will have an impact on the product.

To sum up, the advertising and marketing strategies and media used should be aimed to achieve as much success as possible in order to attract audiences, obtain AIDA effects, and ultimately achieve Top of Mind.

Based on the above discussion, researchers compile an important concept model / framework for marketing and advertising strategies and the relationship between these concepts as follows.

Figure 4. Marketing and Advertising Strategy Conceptual Model / Framework
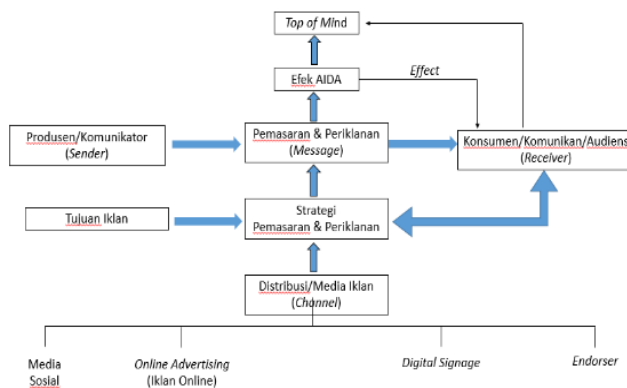
Source: Results of Researcher's Literature Analysis

Based on the model or conceptual framework above, it is concluded that companies or producers as communicators or marketing and advertising senders must pay attention to the primary marketing and advertising strategies, namely the need to pay attention to marketing and advertising objectives, identify the target audience for marketing and advertising, and choose marketing and advertising distribution in the form of the most appropriate medium in marketing and advertising. Some media or means that can be used and become distribution tools in marketing and advertising can be in the form of social media, online advertising, digital signage and endorsers. These advertising and marketing strategies help to better understand consumers and see how best to engage and empower audiences / consumers to get what they want. Here technology has created a new environment, where power has shifted from advertisers to consumers.

In marketing and advertising, communication also occurs, namely communication between advertisers (senders / communicators) who convey messages mediated by various media (channels) to consumers (receivers / communicants) so as to get the effect (effect) AIDA (Attention Interest Desire) Action) and reach the Top of Mind (TOM). Researchers describe the overall marketing and advertising strategies together and comprehensively to further increase the acquisition of AIDA (Attention Interest Desire Action) effects, and achieve Top of Mind as the main goal of the company.

CONCLUSION

There are various kinds of strategies used by companies in marketing and advertising. In marketing and advertising, it is necessary to pay attention to the objectives of marketing and advertising, audience of the marketing and advertising as well as marketing and advertising media. Good marketing and advertising must have the adaptive ability to improve advertising performance in accordance with the objectives and mission of advertising. The targeted advertising audience is also an important factor affecting the effectiveness of advertising. There are also various marketing and advertising distribution facilities or media used with their respective characteristics, namely social media,

online advertising, digital signage, and endorsers.

Social media can reach audiences without being limited by space and time, so the advertising will fast and easy to spread. Even with social media, advertisers can harness the power of social influence to deliver word of mouth (WOM) advertising messages via social networks. In using online advertising, it is necessary to place it according to the characteristics of the target audience and also need to focus more and recognize audience behavior and preferences, so that the advertisements displayed are right on target, liked, interested, and generate audience awareness of a brand. The implementation of digital signage shows the involvement and interaction of communication between advertisers (as senders / communicators), who carry messages, through digital signage (as channels) with the audience (as receivers / communicants). Even interactive digital signage allows for greater audience engagement, better user experience, and more accurate targeting. Endorsement strategy, especially celebrity endorser, is an effective advertising distribution strategy to reduce negative reactions and generate positive reactions during advertising for the audience. For this reason, it is very important to find the right (influential) endorser to distribute advertisements, so that the message conveyed by the endorser can influence audience behavior. It is very important to distribute the right advertisements to the right people through the right endorsers.

By paying attention and doing this, it is hoped that consumers or audiences will be interested in the products offered so that advertisers can make consumers remember about the products / services being marketed or advertised, consumers or audiences will get the AIDA effect, and can achieve or increase the top of mind of the brand in question.

For further researchers, it is hoped that this research can be developed by adding to the marketing and advertising concepts that have not been studied in this research. Future research should be carried out with more concepts and using deeper methodologies, for example a quantitative methodology with surveys and a qualitative methodology with interviews.

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