

The Influence Of Ad Types And Advertising Platforms On Marketing Effectiveness

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ABSTRACT. This study aims to evaluate and analyze the Influence of Advertising Types and Advertising Platforms on Marketing Effectiveness. In addition, this study also aims to identify whether there is a direct influence between advertising platforms on marketing effectiveness and how the combination of advertising types and advertising platforms can affect overall marketing effectiveness. This study was conducted empirically in Purwakarta Regency to provide specific insights into the dynamics of digital marketing in the Purwakarta Regency area. Data were taken from online questionnaires to respondents, namely MSME actors in Purwakarta Regency. This study uses a quantitative study design with an empirical approach to evaluate the influence of Advertising Types and Advertising Platforms on Marketing Effectiveness in Purwakarta Regency. This study found that advertising types have a significant influence on advertising platforms, indicating that companies should start using higher advertising platforms that tend to be more active in marketing campaigns. This study focuses on two factors that drive marketing effectiveness for MSME actors in Purwakarta Regency. This study integrates empirical analysis in Purwakarta Regency to evaluate the Influence of Advertising Types and Advertising Platforms on Marketing Effectiveness.

Keyword: Types of Ads; Advertising Platforms; Marketing Effectiveness; MSMEs

JEL Classification: MM2, MM3

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INTRODUCTION

Fisheries as an industry has its own challenges in reaching consumers due to its wide geographical coverage and product diversity (Hasibuan, 2023). Therefore, choosing the right type of advertising is crucial to attract the attention of the target market (Fitriana et al., 2021). For example, visual advertising can be more effective in promoting fishery products that require visual demonstrations such as cooking methods or fishing techniques. Marketing platforms also play an important role in reaching consumers (Hasibuan, 2024). In this context, online platforms such as social media and e-commerce websites provide the opportunity to reach a wider market globally. However, factors such as target demographics and consumer preferences need to be considered in choosing the most effective platform (Hasanah et al., 2025). For example, social media platforms may be more effective in reaching young consumers who are active online, while fisheries-specific websites are more suitable for targeting a more specific market.

Marketing success in the fisheries industry is also influenced by cultural and social factors (Hasibuan et al., 2021). The type of advertising that is effective in one region may not be as effective in another region due to differences in consumer preferences and cultural norms. Therefore, in-depth research on local consumer preferences and habits is needed in choosing the appropriate type of advertising and marketing platform (Gounaris, 2005).

With the development of technology, new challenges have also emerged in fisheries marketing, such as competition with substitute products and changes in consumption patterns (Zhan et al., 2024). The use of technologies such as data analytics and artificial intelligence can help identify market trends and adapt marketing strategies more effectively (Chen et al., 2023). However, it is important to pay attention to the privacy and ethical aspects of using these technologies. The role of policies and regulations can also affect the effectiveness of marketing in the fisheries industry. Policies related to advertising and promotions can limit or regulate the types and content of advertisements that can be used, as well as regulations regarding the use of certain marketing platforms. Therefore, a thorough understanding of the applicable regulatory framework is needed to avoid the risk of violations and create appropriate marketing strategies (Abera et al., 2024).

Types of Advertisements

According to (Hasanah et al., 2025) Analysis of the influence of advertising and sales promotion on purchasing decisions) advertising is the main tool for entrepreneurs to influence their consumers. Advertisements can reach so many buyers spread across various places with low airtime costs (Simon & Tossan, 2018). By reading or seeing the advertisements that have been made, it is hoped that consumers or potential consumers will be influenced and then interested in buying the advertised product (Queiroz et al., 2021). Therefore, the advertisement must be made in such a way as to attract readers. Advertising is a communication tool designed to promote products and services. Advertisements that can persuade consumers and provide information that can be accepted by the wider community are perfect advertisements that are in line with the main purpose of advertising, namely persuading consumers to use and buy a product (Guerreiro & Pacheco, 2021).

The purpose of advertising is to increase sales of products or services. In addition, the purpose of advertising is to create effective communication. The target group of an advertisement is the

audience whose goal is to change people's attitudes towards a product. It can also be said to increase public awareness of the product (Kuckertz & Wagner, 2010).

Advertising functions related to marketing strategies can be divided into two forms, namely persuasion and information production to create and satisfy consumers. Like the sales function, the marketing promotion function aims to facilitate the smooth transfer of products or services from business actors to consumers (Fonseka et al., 2022).

There are at least 8 types of online advertising that are often used by business actors, namely Self-Service Advertising, Sponsorship Advertising, Contextual Advertising, Search Engine Marketing, Social Media Marketing, Email Marketing, In-Text Advertising and Video Advertising. Therefore, the first hypothesis proposed is:

H1: Type of Advertising (X1) Has a Significant Direct Influence on Marketing Effectiveness (Y)

Advertising Platform

A digital platform is a framework and point of interaction that structures a business organization or commercial center by facilitating business-to-customer (B2B), business-to-customer (B2C), or even customer-to-customer (C2C) transactions (Andersson et al., 2024). In the development of communication, social media can increase the value of its actors, with the principle of building relationships between companies and fans or followers. The targeting power of social media on the image of companies and brands, can even reduce promotional costs that usually have to be done conventionally. Therefore, the second hypothesis proposed is:

H2: Advertising Platform (X2) Has a Significant Direct Influence on Marketing Effectiveness (Y)

Marketing Effectiveness

Marketing Effectiveness is one of the most important research questions in marketing (Cao & Weerawardena, 2023). Advertisers continue to strive to implement media resource allocation programs that maximize media return on investment. Successful implementation of such programs requires a clear understanding of the role of media funds in persuading target segments to purchase advertised products (Corral De Zubielqui & Jones, 2023). Most of these efforts involve media placement decisions that primarily depend on reach. Although most existing research on advertising effectiveness focuses on reach and frequency, some researchers also point to the importance of the role of advertising messages. Advertising effectiveness can be measured using the EPIC Model developed by The Nielsen Company. This model measures the effectiveness of advertising on communication impact, covering four critical dimensions, namely: empathy, persuasion, impact and communication (Empathy, Persuasion, Impact, and, Communication). For different advertising campaigns, these dimensions have different levels of importance, depending on the marketing objectives (Cepeda-Carrión et al., 2023).

Laskey et al explained that the effectiveness of advertising depends on the influence, understanding and delivery of messages to consumers which ultimately lead to product purchasing behavior. (Maduku, 2024) stated that effectiveness is the ability to carry out tasks, functions of an organization or the like. Steps to measure advertising effectiveness include data validity testing and respondent frequency distribution (Eid et al., 2019). Validity testing ensures that the data used in this study is reliable and in accordance with the research objectives (Wijayantoet al., 2022). Therefore, the third hypothesis proposed is:

H3: The combination of advertising type and platform has a positive effect on marketing effectiveness.

METHODS

Given the purpose of this article, data was collected from MSME actors in Purwakarta Regency to investigate how digital marketing is fostered in the MSME actor community, to collect data from individual respondents, a pre-test was completed by two experts in their fields with thirty randomly selected respondents to ensure the quality of the overall research design (Creswell & Creswell, 2018).

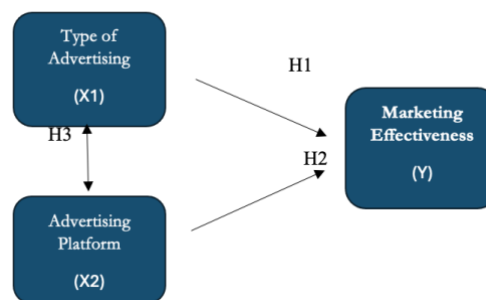


Figure 1. Conceptual Framework

This study uses a quantitative approach by looking for the influence between variables in the study. Quantitative research is a method that emphasizes its analysis on data in the form of numbers collected through measurement procedures and then processed using statistical analysis methods (Shams et al., 2024). The approach used in this study is a correlational approach. The correlational approach is an approach to see the relationship between variables (Pandey et al., 2020).

Online questionnaires were distributed to 30 MSME actors in 2024, which resulted in a usable survey, representing a full response rate of 100%. To avoid non-response bias, respondents were assured of anonymity. In addition, to focus exclusively on the perspective of MSME actors, individuals in management or leadership positions were not included. Of the respondents, 93% were women, 80% were students, 20% were high school graduates, and 6% were workers in the service sector. The average age of participants was between 20 and 40 years.

After data collection, a two-step analysis (Creswell & Creswell, 2018) was conducted using PLS-SEM with Smart PLS 3.0 software (Creswell & Creswell, 2018). First, confirmatory factor analysis was conducted to calculate the significance, mean, standard deviation, and composite reliability – also known as average variance extracted (AVE) for the standardized indicator loadings.

RESULT AND DISCUSSION

RESULT

Loading Factor

The results of the loading factor test against the indicators of each variable can be found in the table below.

Table 1. Loading factor

	Marketing Effectiveness	Ad Types	Advertising Platforms	Information
EP1	0,811			
EP2	0,649			
EP3	0,563			Invalid
EP4	0,808			
EP5	0,727			
JK2		0,758		
JK3		0,550		Invalid
JK4		0,703		
JK5		0,733		
PP1			0,613	
PP2			0,803	
PP3			0,786	
PP4			0,630	
PP5			0,675	
JK1		0,800		

Source: Data processing by researchers

The loading factor shows the relationship between the construct and the indicator, where the loading factor value is more than 0.70. A high loading factor value indicates that the indicator is strong in representing its construct and vice versa.

Data Analysis and Results

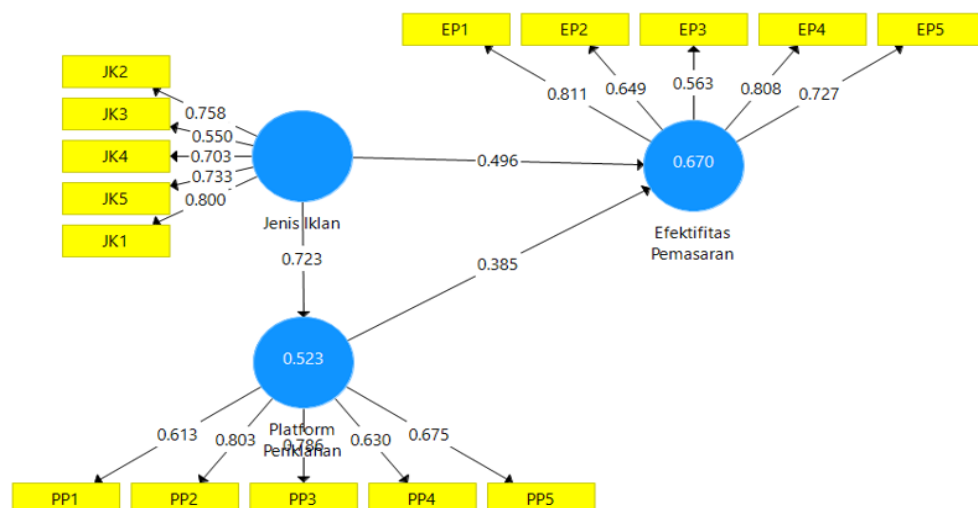


Figure 2. Measurement Results

Data analysis shows that all variable indicators have been identified as valid with a value of > 0.600 . This means that this finding shows that the majority of indicators in the four research variables have high validity values, indicating that the research instrument is able to measure the intended construct well. Below are the results of data reliability, as follows:

Table 2. Data Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Marketing Effectiveness	0,762	0,798	0,839	0,516
Ad Types	0,756	0,778	0,837	0,510
Advertising Platforms	0,750	0,787	0,830	0,498

Source: Data processing by researchers

The results of data reliability analysis of both Cronbach's Alpha, rho_A, Composite Reliability and AVE showed valid results. Below are the results of the discriminant validity.

Tabel 3. Validitas Discriminant

Variable	Marketing Effectiveness	Ad Types	Advertising Platforms
Marketing Effectiveness	0,718		
Ad Types	0,774	0,714	
Advertising Platforms	0,743	0,723	0,706

Source: Data processing by researchers

From the results of the table above, it is explained that "For each indicator item in the construct, the factor loading value is higher than the cross loading value. Therefore, it can be said that all constructs or latent variables already have strong discriminatory validity, and have better performance compared to other indicator blocks in the construct indicator block.

Results of Direct Influence Analysis

Table 4. Bootstrapping Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic s (O/STDEV)	p Values
Types of Ads -> Marketing Effectiveness	0,719	0,743	0,069	10,355	0,000
Types of Ads -> Advertising Platforms	0,694	0,727	0,084	8,269	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic s (O/STDEV)	P Values
Advertising Platforms -> Marketing Effectiveness	0,502	0,471	0,200	2,512	0,012

Source: Data processing by researchers

The results of bootstrapping the conceptual model (as hypothesized in the figure above and summarized in Table 4) reveal significant and insignificant findings. In particular, some of these variables (H1, H2 and H3) have a positive and significant effect.

DISCUSSION

This study aims to evaluate the influence of product income and social media on the effectiveness of digital marketing with an empirical study in Purwakarta Regency.

The results of the study showed a significant relationship between the variables analyzed. The results showed that the type of advertising has a significant influence on the MSME advertising platform to gain marketing effectiveness. This indicates that increased advertising gives MSMEs more resources to invest in marketing effectiveness.

The combination of Advertising Type and Advertising Platform was found to have a significant influence on the effectiveness of digital marketing. This shows that although the type of advertising does not have a direct effect, when combined with an effective advertising platform, it can have a significant impact. This combination allows MSMEs to use advertising platforms to produce more effective marketing, which in turn increases overall marketing effectiveness.

CONCLUSION

The results of this study reveal several important insights regarding the relationship between advertising types, advertising platforms, and marketing effectiveness in Purwakarta Regency. This means that companies can improve content quality, posting frequency, and customer interaction, all of which are important factors in advertising success. With sufficient revenue, companies can optimize the use of various advertising platforms to reach a wider and more segmented audience. Advertising platforms allow companies to build closer relationships with customers, increase brand awareness, and drive conversions. More intensive interaction with customers through advertising platforms can generate valuable feedback and increase customer loyalty. Therefore, companies should focus on developing engaging and relevant content and utilizing social media analytics tools to measure and improve the effectiveness of their campaigns. The implication of these findings is that companies in Purwakarta Regency should focus on optimizing advertising strategies as an integral part of their digital marketing. Companies should ensure that they do not only rely on offline marketing, but also market their products through advertising platforms to be more effective in marketing so that they reach a wider customer base. Thus, companies can increase customer engagement, expand market reach, and increase conversion rates. In addition, companies must continuously monitor and assess the effectiveness of their campaigns through

analytics and customer feedback to make necessary adjustments and remain competitive in the ever-evolving digital marketplace.

This study has several limitations that need to be considered. This study was conducted in a limited geographic context, namely in Purwakarta Regency. This may affect the generalization of the findings to other regions or markets with different characteristics. Differences in demographics, culture, and levels of technology adoption in other regions may produce different results. Therefore, future research should expand the geographic scope to test whether the same results apply in other regions.

This study used a quantitative approach with data collected through a survey. Although this approach provides a general picture of the relationship between variables, it may lack depth in understanding the mechanisms or reasons behind the relationship. Future research could consider qualitative approaches, such as in-depth interviews or case studies, to gain richer insights into how ad types and advertising platforms affect marketing effectiveness.

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